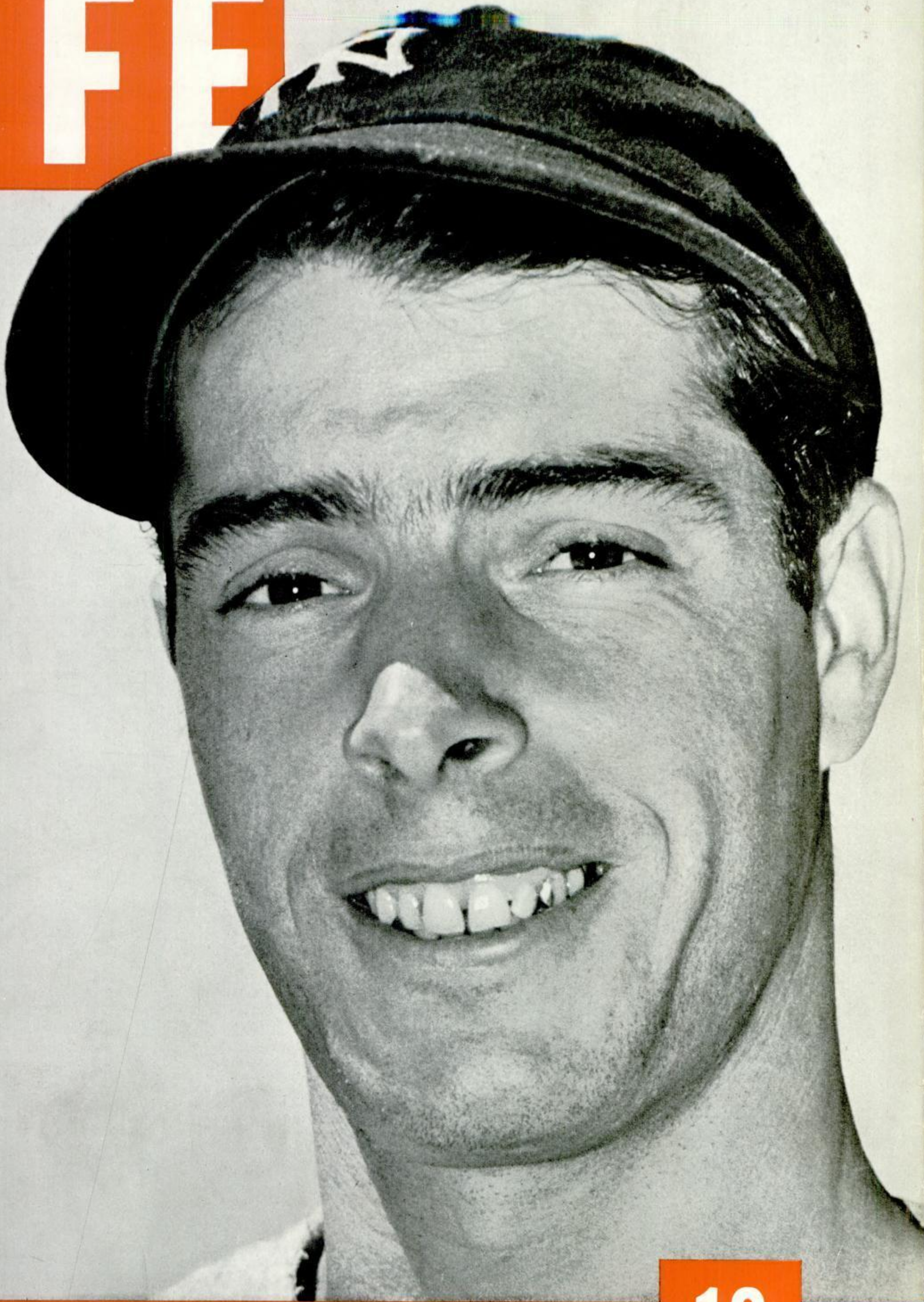


# LIFE

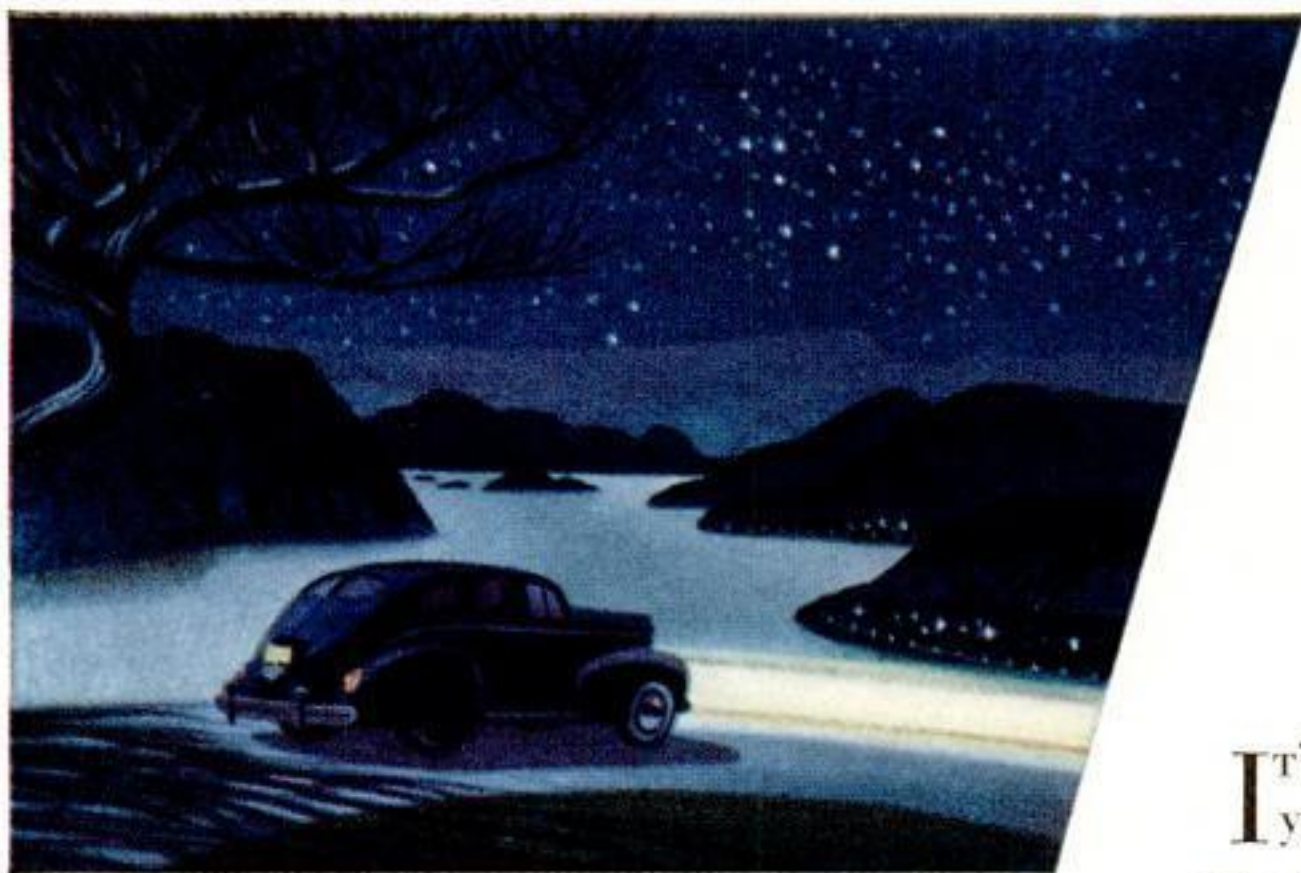


JOE DI MAGGIO

MAY 1, 1939

10 CENTS





**NO CHILLY NIGHTS!** Nash's automatic "Weather Eye"™ ends drafts . . . keeps fresh "conditioned air"—as warm as you dial it—inside your car. You can drive all day long over dusty roads, and stay spotless.



**LAUGH AT** roads, hills, tough-going . . . with Nash *plus*-power. Even low-priced models flash from 15 to 50 MPH in high, in 13 seconds.

# You're Going To *Take a Journey*

**I**T'S WRITTEN IN THE STARS—this month you're in tune with a disturbing vibration.

Be doubly careful, if your orbit crosses a Nash showroom. For then—a dark car will come into your life—and you're going to take a journey.

You'll want to know if it can really be true—if any car can deliver what the bullet-like grace of this new Nash promises.

So—obey your destiny like a man. Get in and see.

There's a sweet little swish from the engine. *Click . . . click . . . click . . .* and gears shift from a steering post lever\*. Then, as you try to catch your breath, a miraculous new gear\* cuts in—the engine seems to stop, but the Nash shoots forward like a greyhound unleashed.

In ghost-like silence, you flick past other cars seemingly chained to the ground. Hills turn into flat country. Rutted roads be-

come smooth as glass. The dust and the fierce wind outside never reach you.

It's uncanny . . . exhilarating . . . this feeling of floating away from the worries of the world. Only when you touch the brake and feel the tires dig in do you realize that this is what people call an "automobile"!

Don't be surprised if—a few days from now—you wake up in your Nash bed a million miles from nowhere.

For it's that way about owning a Nash. It just coaxes you to travel.

It's almost sacrilege to mention the price.

If you really care—your Nash dealer will tell you that ten models are priced *next to the lowest*, and cost about the same to run!

It's a wonderful day for a ride. Let's go!

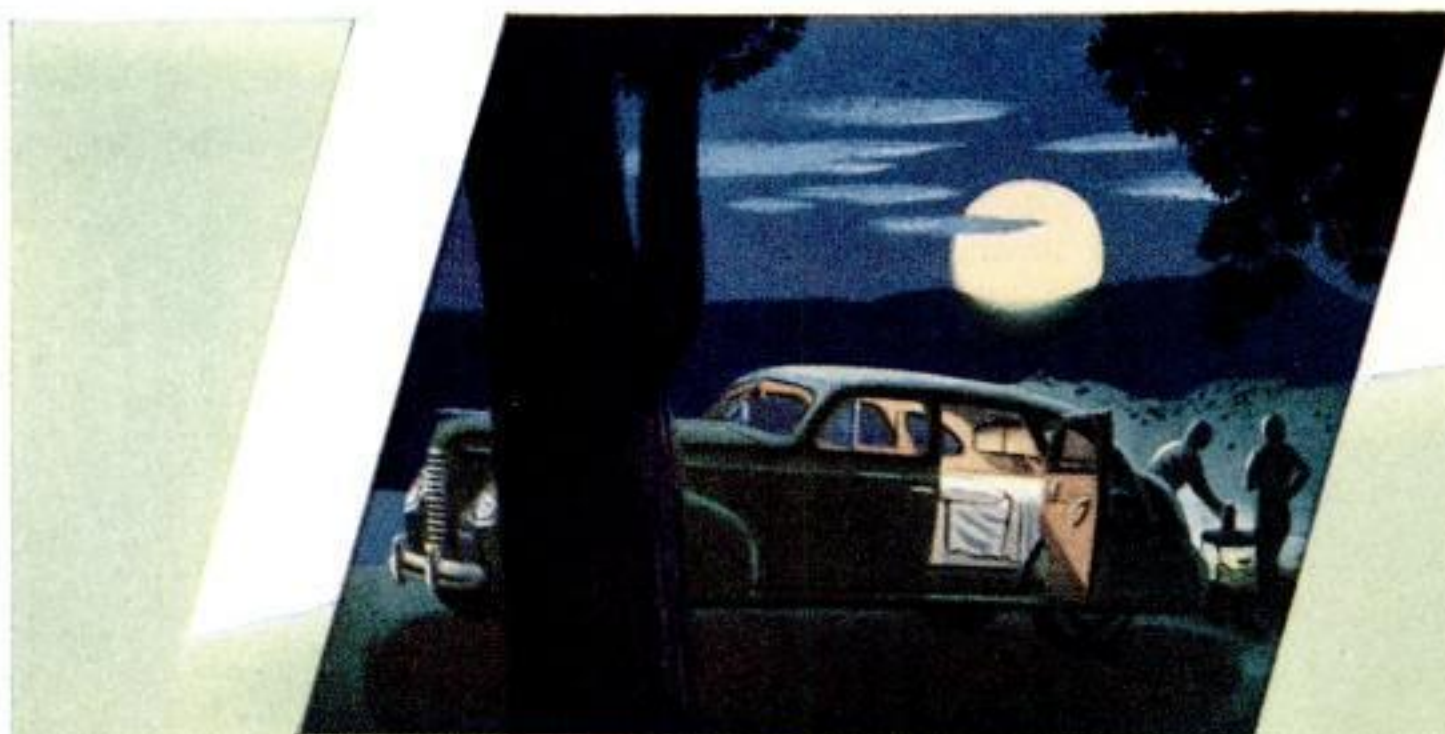
Four Series of Great Cars, 22 Models . . .  
10 Priced Next to the Lowest . . . delivered at Factory . . . as Low as \$770, Standard  
Equipment and Federal Taxes Included.

**\$770**

(\*Optional Equipment—Slight Extra Cost)



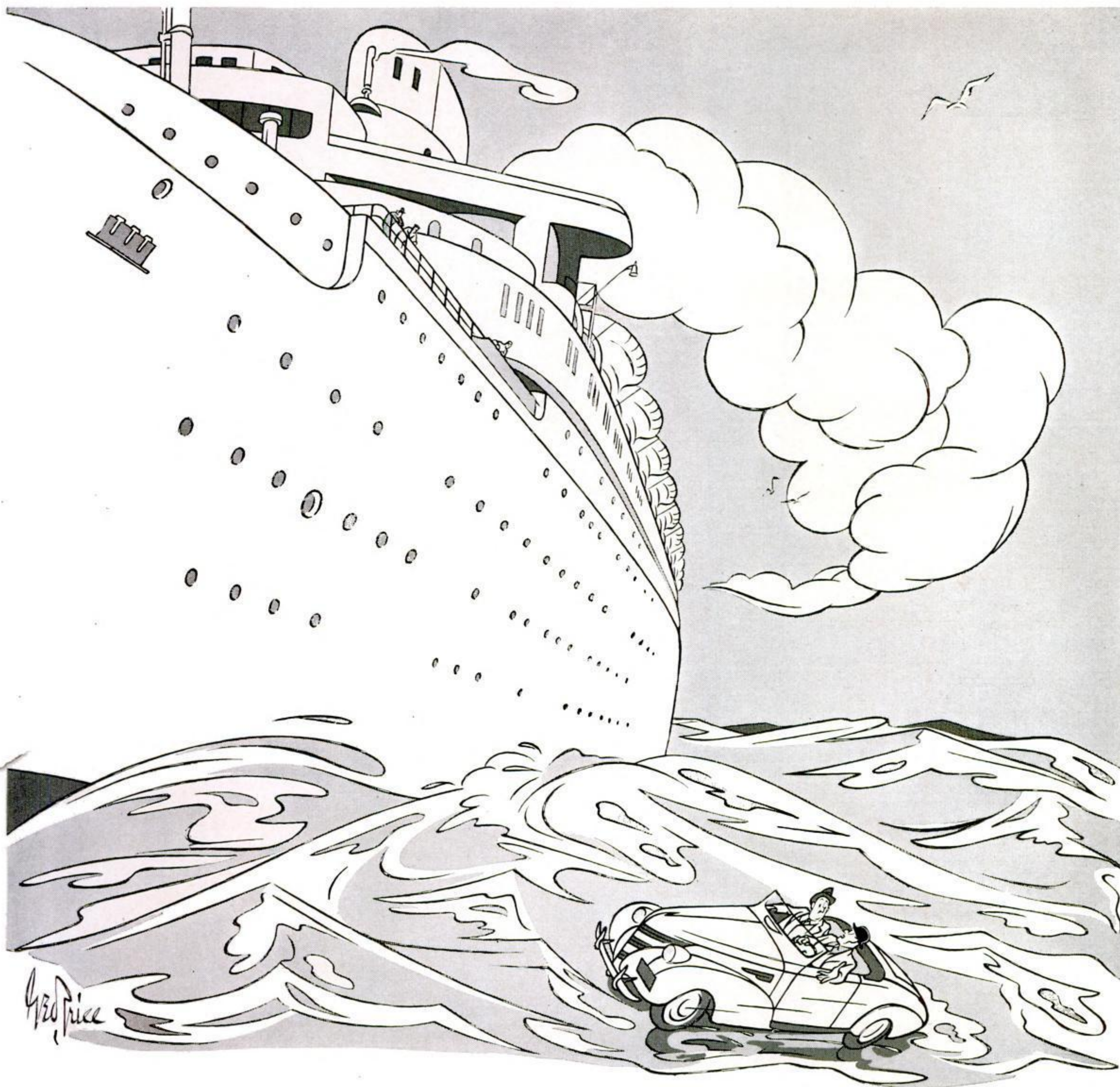
The 4-Door Sedan, 117-inch Wheelbase, is \$840 delivered at Factory, with Standard Equipment and Federal Taxes Included. (White Sidewall Tires and Rear Wheel-Shields are Optional at Extra Cost.) 1800 Dealers from Maine to California to serve you. NASH MOTORS DIVISION, Nash-Kelvinator Corporation, Detroit, Michigan.



**VAGABOND KING!** By day, roaming over the untried, exciting places of the world. And at night a convertible double bed in your Nash, ready in five minutes.

*It's that New* **NASH**  
THE CAR EVERYBODY LIKES





*"I'm really surprised. This isn't a claim we ordinarily make for Dunlop Tires!"*

**N**O, not even Dunlop Tires will run on water! But some of the things which are demanded of tires today are almost as amazing. There's a thrilling reservoir of speed and action in the new motors. There's a sense of cold power in the velvet action of modern brakes. These things are a challenge to the tire maker. They require different thinking than in 1924 or even 1936. The tire mak-

er's skill must keep pace with the progress in cars. And that is what Dunlop is so ably fitted to do, with a background of 51-years' experience during which Dunlop has held practically every world's record for tire endurance.

The tires Dunlop gives you for driving today are built with the same skilled engineering which was put into the special Dunlop Tires which recently were driven

at 357 miles an hour. You can depend upon them to be fully up to the standards required by your 1939 car. Dunlop Tire and Rubber Corp., Buffalo, New York.

**DUNLOP  
TIRES**

This One



PKYJ-6GQ-AONS





**MOM, WHY DO THEY CALL IT SPRING FEVER?**

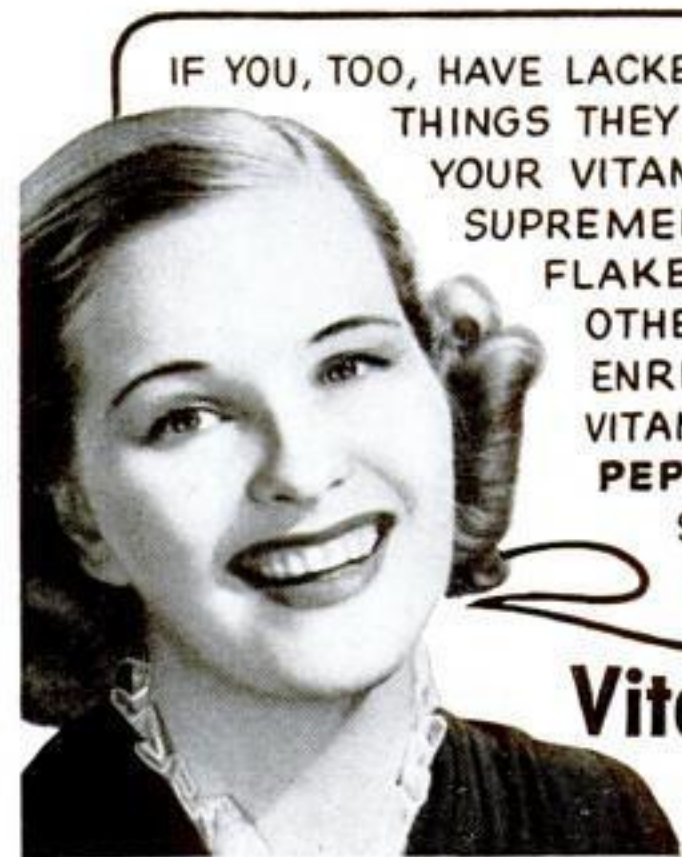
**1** BECAUSE IT GIVES LITTLE BOYS A GOOD EXCUSE TO BE LAZY! THE TROUBLE IS YOU DON'T GET ENOUGH VITAMINS, TOM. REMEMBER WHAT THE DOCTOR TOLD ME?

**2** HE SAID WE ALL HAVE TO HAVE VITAMINS FOR PEP. AND HE TOLD ME ABOUT A SCRUMPTIOUS BREAKFAST CEREAL CALLED **KELLOGG'S PEP** THAT'S RICH IN VITAMINS B AND D. I'VE ALWAYS MEANT TO TRY IT. WHAT DO YOU SAY WE DO?

SWELL, MOM!

**3** YOU KNOW, MOM, IF I JUST HAD A LITTLE MORE PEP I COULD CINC THAT JOB AS PITCHER ON THE TEAM!

WELL, TOMMY, YOU'RE GOING TO GET **KELLOGG'S PEP** EVERY DAY FOR BREAKFAST FROM HERE ON



IF YOU, TOO, HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT **KELLOGG'S PEP**! IT'S A SUPREMELY DELICIOUS CEREAL — CRUNCHY FLAKES OF BRAN AND OTHER PARTS OF WHEAT, ENRICHED WITH EXTRA VITAMINS B AND D. EAT **PEP** EVERY DAY AND SEE IF YOU DON'T FEEL BETTER!

**Kellogg's PEP**  
VITAMIN-B-D-ENRICHED  
30% BRAN FLAKES

**Vitamins give you Pep!  
PEP gives you Vitamins!\***

\*Vitamins B and D. Each 1 oz. serving of Pep gives 1/5 of an adult's and more than 1/2 of a child's daily requirement of Vitamin B—as much Vitamin D as a teaspoon of U. S. P. cod-liver oil. These are not the only vitamins you need. For sources of other vitamins, see the Pep package. Made by Kellogg's in Battle Creek.

## LETTERS TO THE EDITORS

### Goldberg's Tooth

Sirs:

I noted in "LIFE Goes To Joe Cook's" (issue of April 3) that you stated a tooth of my father was hanging from the ceiling of Mr. Cook's Oddity Room. Thinking something awry, as my father hasn't lost a tooth for 25 years, I inquired, and found out that it is one of my wisdom teeth that decorates Mr. Cook's abode, not a molar belonging to my pater as you reported. Not that it makes any difference—but if you've had a tooth pulled it's kind of nice to get credit for the agony undergone.

GEORGE GOLDBERG

Williamstown, Mass.

● George Goldberg and not his famous father, Cartoonist Rube Goldberg, deserves full credit.—ED.

### Pomeroy Farms

Sirs:

Your issue of April 10 gave me the pig thrill of my existence. The Berkshire photographs were smart and fascinating. Being a dry-goods merchant it is strange that I should be a lover of hogs, but having a herd of more than 200 Hampshires, I could really enjoy the competitive Berkshires.

EARL GROTH

Fort Wayne, Ind.

Sirs:

Damn you and your magazine, now my kid sister wants a baby pig for a pet. But I must admit they are cute.

BILL FARRELL

Gardena, Calif.

### Look-Alikes

Sirs:

No less than nine copies of the April 3 LIFE have been forwarded to me, directing my attention to the cover, which bears an exact likeness of my daughter Naamah.

Perhaps Barbara Devine would like to see a snapshot of her little blonde double (see cut).

Naamah K. Harris is a blonde, weighs 50 lb., is in the sixth grade, collects dolls and, like Barbara, wants to be an actress.

WOODFORD Y. HARRIS

Boston, Mass.

Sirs:

The resemblance between Barbara Devine and my cousin, little Nancy VanDenburgh of Troy, N.Y. (see cut), also 8 years old, struck me forcibly.

AGNES M. CHIPPENDALE

Troy, N.Y.

give all the answers about Chehalis. This letter is wrong as to important facts, grossly unfair as to inferences. Mr. Cantwell lived here as a child and can hardly qualify as an expert. Shall we judge his entire letter by his knowledge of the Armistice Day parade four miles away in Centralia twenty years ago?

Chehalis' record is an open book reflecting the best in American life. The Department of State will show a political record abreast of the times. If there were a Department of Religion, it would show deep religious convictions. Any record of education will show Chehalis satisfied with nothing less than the best.

Chehalis does not fear radicalism but does not like it. Chehalis has no fear of social changes coming through the desires of her own citizens.

CHAPIN D. FOSTER, Ed.

The Chehalis Advocate  
Chehalis, Wash.

### Texas

Sirs:

Bam! Bam! Hi-yo Sil-l-l-vaah! You-all shore did make tough *hombres* outta us easy-goin' Texans (LIFE, April 10). "They tote loaded guns in Texas" is the caption of one picture.

But it's not that bad, LIFE. The only persons permitted to wear pistols are peace officers, Federal men, etc. Anyone else must have a special permit, which is not a common thing.

ROBERT F. SMITH

Victoria, Tex.

● True, a permit is required to carry a pistol on the public streets. But a Texan can carry a gun on his own or his employer's property, and in some cases, notably King Ranch, that may cover towns and counties. Permits to carry a gun anywhere are not hard to get in many parts of the State. One common way to get a permit is to be deputized as a peace officer. The sheriff of one county (Bexar) has issued over 1,000 permits. Beyond this, many Texans carry guns without bothering to get permits and are not molested.—ED.

Sirs:

Did you ever hear of Fort Worth?

It is the home of the Texas Christian University Horned Frogs, national football champions last season. Vernon Castle crashed to his death here. Fort Worth is also the home of Amos Carter.

BOYCE HOUSE

Fort Worth, Tex.



BARBARA DEVINE



NAAMAH K. HARRIS



NANCY VANDENBURGH

### Chehalis' Answer

Sirs:

In your issue of March 6, the story on Fascism in America includes two pages under the head of "A Cell in Chehalis." You leave the inference that the entire city has embraced the Silver Shirt faith. This statement is untrue and grossly unfair.

We have in Chehalis Masons, Elks, Odd Fellows, Legionnaires, Methodists, Baptists, Presbyterians, Grangers, Democrats, Republicans, New Dealers, anti-New Dealers—everything that goes to make up a wholesome backbone city in America.

Your issue of April 3 carries a letter from Robert Cantwell who presumes to

Sirs:

Many people in Texas have never been on a horse in their lives. In fact, for the majority, horseback riding is as much a sport as golf, or tennis, or swimming.

GWENDOLYN GILL

Austin, Tex.

Sirs:

Now, wait a minute, Texans!

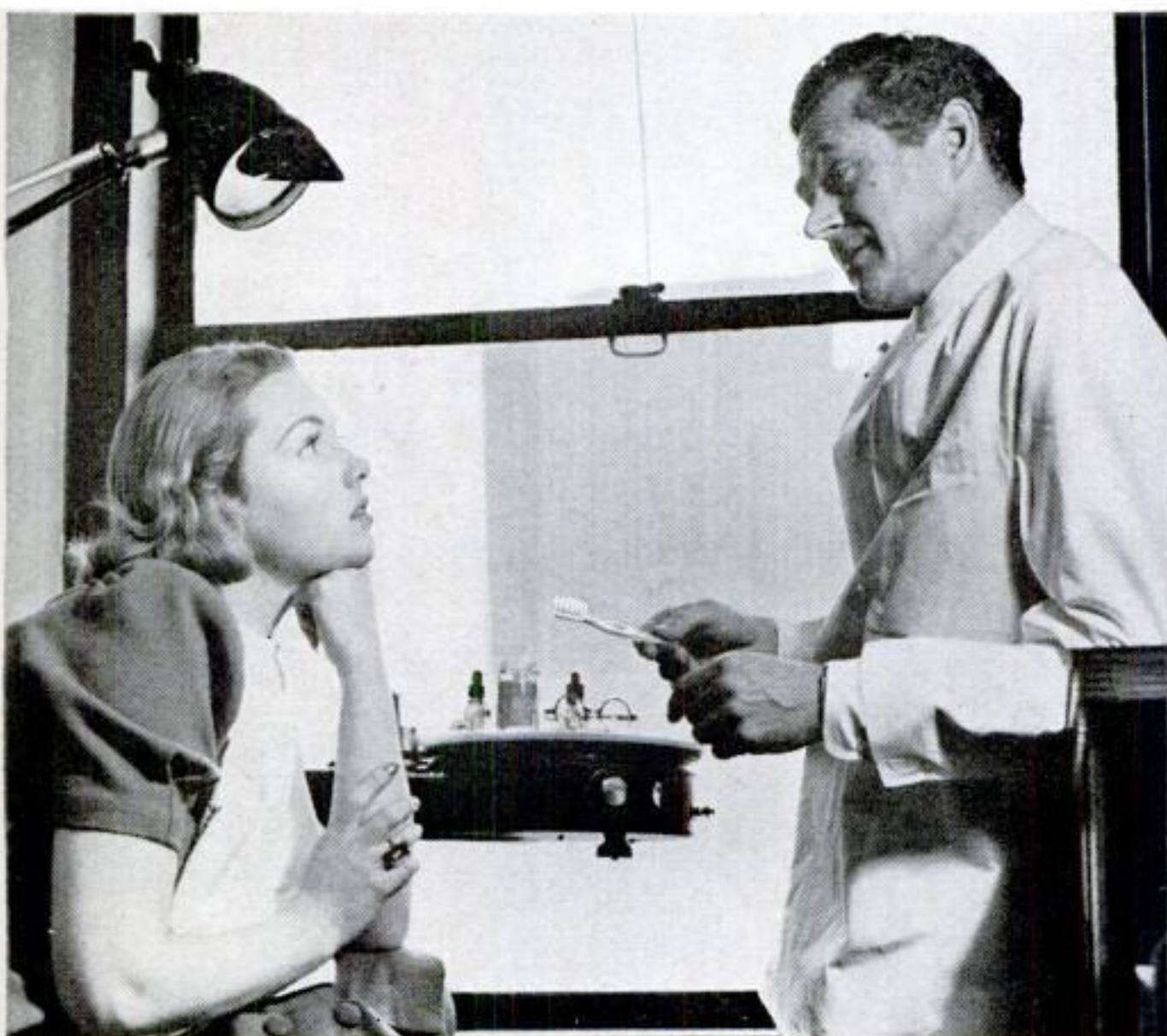
Don't start getting all fired up about the wrong impression the Yankees may get when they read that Texas piece in LIFE. I know as well as you that we don't wear six-shooters down here. And you can drive for hundreds of miles without seeing a steer. And the cowboy has traded his sorrel for a stream-lined auto.

(continued on p. 4)



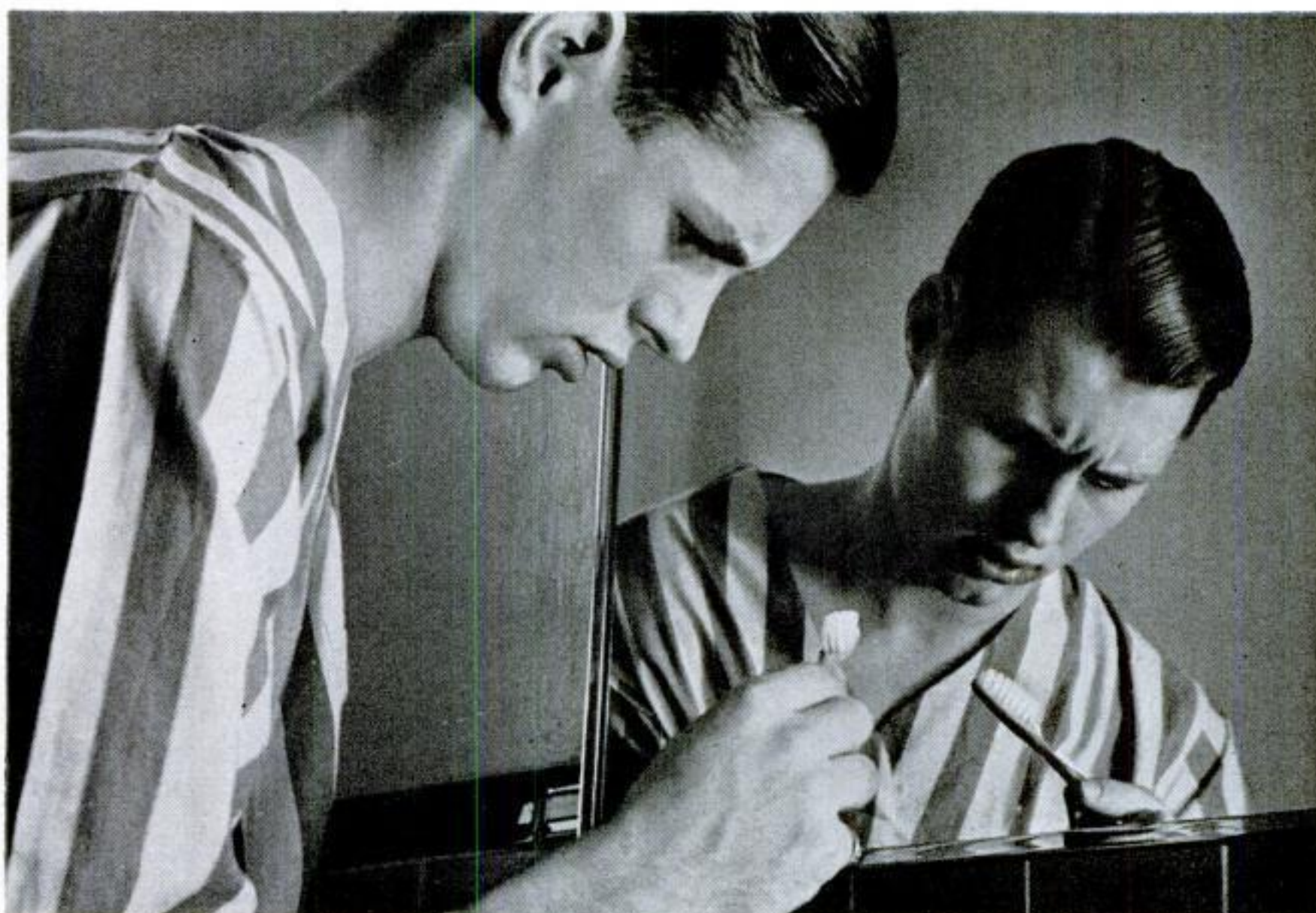
# Can You Score 100 on this "Ipana Quiz"?

Here are 5 questions on modern dental health. Your dentist knows the answers, and you should score at least 80—counting 20 for each. Test your knowledge, for each question is important to the health of your **TEETH** and **GUMS**!



## IS BRUSHING TEETH ENOUGH TO KEEP THEM BRIGHT AND SOUND?

**Answer:** No. Sound, sparkling teeth depend upon gums that are firm and healthy. And because today's soft and savory modern foods tend to deprive our gums of the vigorous chewing that they need to remain healthy, gums are likely to become soft and sensitive. Healthy gums, on which sound teeth and bright smiles depend, need work—MASSAGE!



## JUST WHAT DOES "PINK TOOTH BRUSH" MEAN?

**Answer:** "Pink Tooth Brush"—that tinge of "pink" which may appear on your tooth brush one day—is a warning of gums grown soft and over-sensitive. Generally, this state is due to nothing more serious than lack of vigorous chewing exercise, the fault of our modern, creamy, soft-food menus... but your dentist is the *one man* to make that decision. To help combat it, many modern dentists suggest the healthful stimulation of regular gum massage with Ipana.



## HOW MANY SURFACES HAS EACH TOOTH?

**Answer:** Five surfaces: 1. Occlusal (biting). 2. Labial or buccal (toward the cheek). 3. Lingual (toward the tongue). 4. Mesial (toward center of mouth). 5. Distal (side surface away from center). Brush each surface.



## WHY DO CHILDREN'S TEETH FACE A BETTER FUTURE TODAY?

**Answer:** Because youngsters in primary grades of many modern schools are being taught the importance of *gum massage* to sound teeth and winning smiles. Much of the credit goes to their teachers, who make such drills a part of classroom routine. Thanks to them, children are generally better informed on modern oral hygiene than their parents.



## WHY DO SO MANY DENTISTS SUGGEST IPANA FOR HEALTHIER GUMS, SOUNDER TEETH?

**Answer:** Because Ipana, with massage, is designed to help the *GUMS* as well as clean teeth. This quickens circulation in the gums—helps them to a new firmness—helps protect lovely smiles.

**YOUR OWN DENTIST**, most likely, is one of the thousands who encourage the double use of Ipana to (1) clean the teeth, (2) massage the gums. So—buy a tube of economical Ipana Tooth Paste at your drug store today. Make Ipana and massage a regular part of your daily dental health routine!



**IPANA**  
TOOTH PASTE



## FOR A HEALTHY *Right-Weight* BODY



## RIDE THE NEW *Light-Weight* BIKE

Now you can keep in the pink of condition—almost without effort. For here is a new light-weight bike that makes exercise mere play.

This new model is pounds lighter. It's easier to handle. Easier to pedal. You spin along merrily, blood a-tingle, mind carefree. Riding a light-weight is so much fun you scarcely are aware of muscles at play, of firming of flesh, of fitness that comes to your entire body.

Why not start today to get into tiptop shape the easy way? Go to any dealer who sells American-made bikes. Ask to see the new light-weight. Try it. Buy it. It's a small investment that will pay big dividends in health and happiness.

Visit Cycle Trades Exhibit in Man Building at New York World's Fair 1939



**Keep Trim...Keep Slim...Keep Cycling!**  
**CYCLE TRADES OF AMERICA, INC.**

EXECUTIVE OFFICES • CHANIN BUILDING • NEW YORK CITY

## LETTERS TO THE EDITORS

(continued)

But don't start jumping astraddle LIFE's neck. I think they did a good job covering Texas. You can't expect everything to be covered in this State in a few days. Or a few months. Or a few years.

Now, go back and take another look at your LIFE, and you'll see it covers a darn good cross-section of our State.

So go back and tear up that hot letter you were writing. Change it to one that shows our appreciation to LIFE instead. Say, that historical section was a lulu, wasn't it?

RIP DODGE

Austin, Tex.

Sirs:

Illustrative of the size of this State, so ably portrayed in your current issue, is this highway sign (see cut) located on the old Spanish Trail (route 90) six miles east of Beaumont.

JAMES I. MILNE

Beaumont, Tex.



HIGHWAY SIGN IN TEXAS

Sirs:

In LIFE you speak of Texas under six flags. Today we call it six flags and a flour sack. We also give the U. S. flag credit for 47 stars and a biscuit.

LEE GINSBERG

Austin, Tex.

● Can Texan Ginsberg be referring to Governor O'Daniel, his Hillbilly Flour and his slogan "Pass the Biscuits, Pappy?"—ED.

Sirs:

We "stick-in-the-muds" who pine to visit other States, but never have the opportunity to do so, immensely enjoy articles on different States, and your articles and pictures on Texas were very enlightening. Please print more pictures and news of other States—such as our own Illinois.

LILLIE YANDELL

Champaign, Ill.

Sirs:

Tennessee, more than any other State, is responsible for what Texas is today. In the decades before the World War, tens of thousands of Tennesseans poured into Texas, some searching for elbow room, some for wealth, some for health, but most to escape the arm of the law. "Gone to Texas" was a common entry on Tennessee's unserved summonses and merchants' books in the days when Roy Bean and his kind were the only law in Texas.

G. PAUL CROWDER

Cleveland, Tenn.

Sirs:

Judge Roy Bean never slipped a little chunk of ice down Lily Langtry's back. In fact, he never met the actress. But from photographs, he developed a great admiration that prompted him to erect the sign "The Jersey Lily" over his saloon-courthouse, and to name the town of Langtry, Tex.

If I am not mistaken, Lily Langtry—while touring the West in a circus tent—once played in the town that bears her name. That, unfortunately, was after Bean's death.

JOHN T. ELLIOTT

New York, N. Y.

● It was Lily Langtry, according to legend, who slipped a piece of ice

You can't crush a Nor-East Tie. Millions who tried are now cheering their never-say-die wearing qualities, their ever alive style.

\$1

**Wembley Silk Ties**

Your favorite store has these silks that are off the beaten path in color and style.

**Wembley, Inc.**

New Orleans, Louisiana

**HEAR EASILY!**  
even in group conversation



**Western Electric**  
**HEARING AID**  
Ortho-technic Model

The Audiphone gives new hearing ease; it's based on advanced technique in hearing aid design, learned in Bell Telephone making. It should help you hear clearly in group conversation, at greater distances, in any position.

Your dealer will recommend the Audiphone that best meets your needs—and there's a network of service stations in all principal cities.

GRAYBAR ELECTRIC CO., Graybar Bldg., New York.

Please send details on Western Electric Audiphone (Ortho-technic Model) and name of nearest dealer.

LI-44

Name .....

Address .....

City ..... State .....



# Among my Souvenirs



**SANDY THE SOAK** soaked his hair with water every time he combed it. Water is bad for hair. Dries it out, so it won't stay combed. Looks messy. Sheds ugly dandruff scales. I often wanted to tell him to use Kreml.



**GEORGIE THE GIGOLO** went to the other extreme. The greasy goo he used plastered down his hair okeh, but the stuff came off on my hands. He needed Kreml—as a dressing and to check excessive falling hair.



**CAREY THE CUE BALL** was a good egg—but! I felt like a gold-digger when he took me out. What a pity he didn't use Kreml for dandruff scales and thinning hair before it was too late.



**HARRY THE HEAD MAN** led me to the altar. His hair is always neat as a pin. Never sticky or greasy. Never a speck of dandruff scales. No excessive loss of hair. He uses Kreml, 'the wonderful tonic dressing that I like so much for my own hair, too.

**Kreml Shampoo** is a splendid ally of Kreml Hair Tonic. It is made from an 80% olive oil base, cleanses hair and scalp thoroughly and leaves hair easy to manage.

## KREML

REMOVES DANDRUFF SCALES—  
CHECKS EXCESSIVE FALLING HAIR  
NOT GREASY—MAKES THE HAIR BEHAVE

down the back of King Edward VII when he was Prince of Wales. His Majesty and Mrs. Langtry insisted to the end of their days that it was two other people.—ED.

Sirs:

In order to correct the impression possibly given to some of your tender-foot readers, it might be well to explain that the photograph labeled "Sheep" (p. 66) is a picture of a few of Texas' three million goats and not of its ten million sheep.

Your spread on Texas was darn good.  
V. W. THALMANN  
Fort Worth, Texas

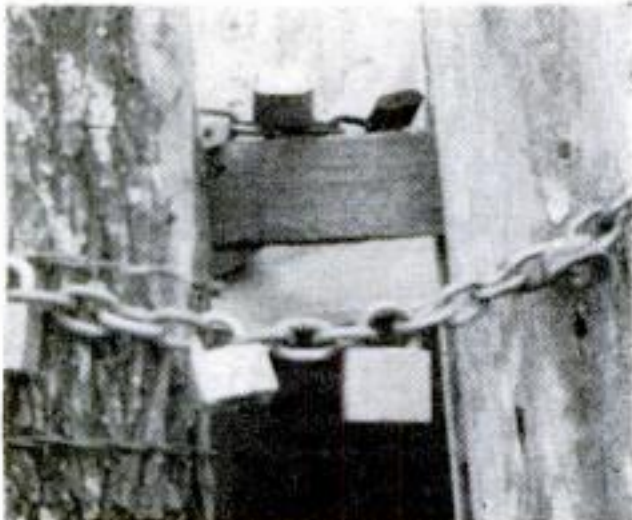
● In the future LIFE will be especially careful to divide the sheep from the goats.—ED.

Sirs:

You show a picture of the dead-end highway north of Raymondville.

If, upon taking this picture, your Mr. Mydans had looked in front of the car, to the right of the highway, he might have seen something of interest to him. For there stands a gate! This is the south entrance to the Kingdom of the Kings and Klebergs, the great King Ranch. This gate is fastened by short lengths of chain joined together by nine strong locks, seven of which appear in my picture (see cut). For each lock there is a key, and for each key a man—an employe of the King Ranch. So if a lock is left unfastened, someone has some explaining to do. Simple, isn't it? Yet, how effective! It seems the Kings do not wish their back door left open.

OTTO MAYER  
West Frankfort, Ill.



SEVEN LOCKS TO KING RANCH

Sirs:

The enclosed Senate Concurrent Resolution No. 34 by Senator Joe L. Hill was unanimously adopted by the Senate and the House of Representatives.

BOB BARKER  
Secretary of the Senate  
The Senate of The State of Texas  
Austin, Tex.

SENATOR HILL'S RESOLUTION:

WHEREAS, In its issue of April 10, 1939 the pictorial magazine, LIFE, published in New York, gave twelve pages of well prepared and beautifully illustrated scenes depicting the agricultural, industrial and historical life of our great State; and

WHEREAS, This great magazine with a circulation of two million per week carried this fine story of information concerning our State, which was in line with the aim of our citizenship to advertise to the world our great industrial, agricultural, livestock and mineral resources; and

WHEREAS, This great piece of publicity was given our State without cost; now, therefore, be it

RESOLVED, That the Senate of the State of Texas, the House of Representatives concurring, through the Secretary of the Senate and the Chief Clerk of the House, express to the publishers of LIFE Magazine the sincere appreciation of the people of Texas for this wonderful pictorial representation of our State, and the gratitude that the people of Texas and the Legislature of this State feel for this constructive and valuable work in behalf of Texas.

S. C. R. No. 34  
COKE STEVENSON  
President of the Senate

HOLLYWOOD OF MABS

1024 Santee Street, Los Angeles, California - In New York, Exclusive with Best & Co. - And at Other Distinctive Stores throughout the United States

### WOVEN SUITS THAT MOULD YOUR shape,

yet hold their own—one great distinguishing feature in Mabs underwear—fashioned of woven all-way stretch lastex and other originations by Mabs—they do not sag, bag, bulge or betray you—seen at every smart resort—available in better stores—write Mabs for your nearest dealer

*Left: Susan Hayward stars in stripes at Malibu Beach in an exclusive Mabs ingrain lastex suit*

*Judith Barrett and Susan Hayward, featured Paramount players in "I'm From Missouri" and "Beau Geste" respectively, give Dobbin a treat, wearing Mabs blown dandelion and zebrette suits*

### WHAT MAKES MABS OF HOLLYWOOD the beach and pool tailor to Smart Sets everywhere is

her originality in design, her high sense of pattern and color, and her genius in evolving patented features that give perfect freedom and control whether you use a breast stroke or a crawl or merely go in for admiring glances on the beach

*Right: Making a splash in this sharkskin lastex suit is lovely Susan Hayward at Santa Barbara*



# *SPEAKING OF PICTURES . . .*





## ... THESE ARE GIANT PUPPETS

The prodigious papier-mâché monsters you see on these pages are probably the biggest puppets in the world. They are certainly the biggest articulated puppets in the U. S. When sponsors of the Hall of Pharmacy at New York's World's Fair conceived an exhibit dramatizing man's pursuit of health, they commissioned Puppeteer Remo Bufano to execute an eye-filling cast. Director of the Federal Theatre's marionette projects from 1935-37, Remo is a broth-

er of Beniamino Bufano, sculptor of San Francisco's stainless steel Sun Yat-sen and St. Francis.

With his assistants, Puppeteer Bufano labored six weeks, brought forth a blood-curdling dramatis personae of "healers," ranging up to 12 ft. in height.

On the opposite page is shown Bufano's witch-head, 7 ft. from chin to topknot. Her tongue retracts, her nose waggles and her mouth drools globules of liquid rubber. Under her jaw is Puppeteer Remo Bufano.



**Clay model** for puppet is shaped by Bufano. Over clay he will spread papier-mâché, peel it off when it hardens.



**The Medieval Alchemist** is 12 ft. tall, clothed in velvet. Head is papier-mâché, body of wire with joints at the shoulders, elbows and knees. Preview visitor at feet is unterrified.

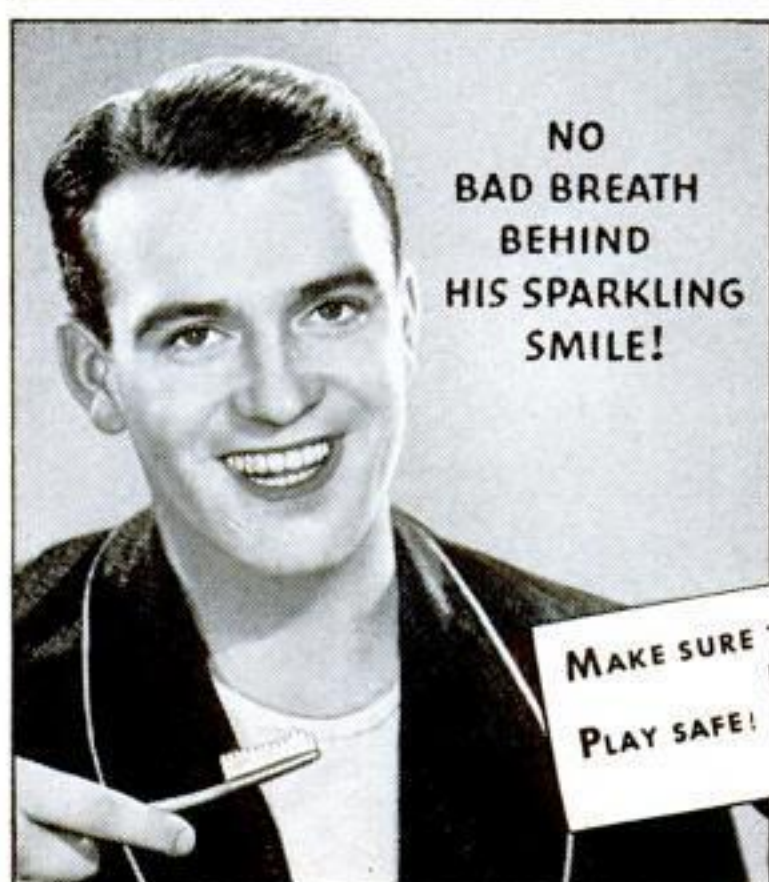
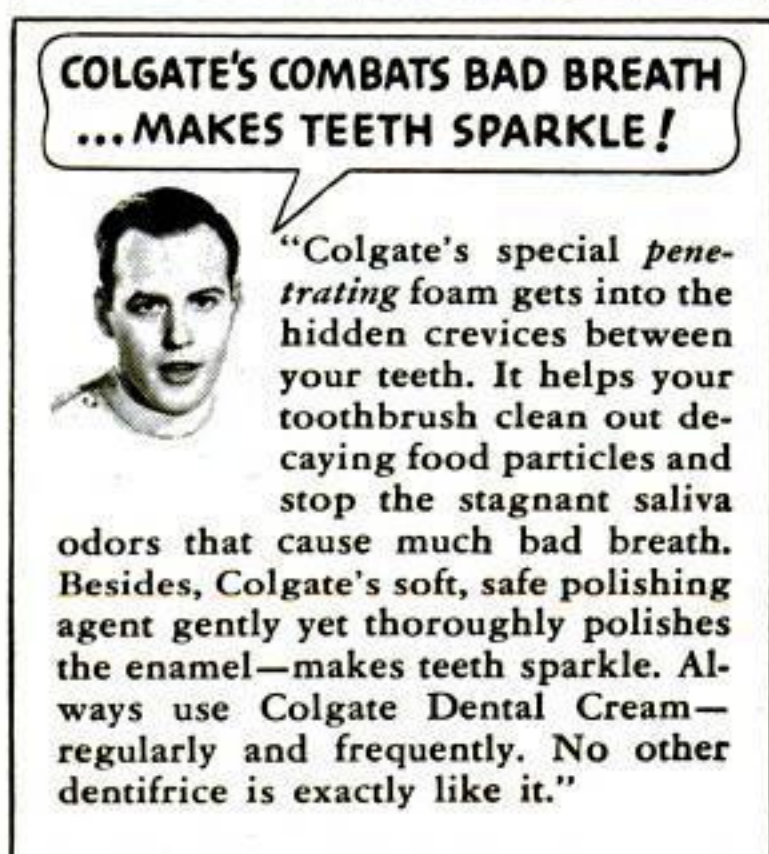
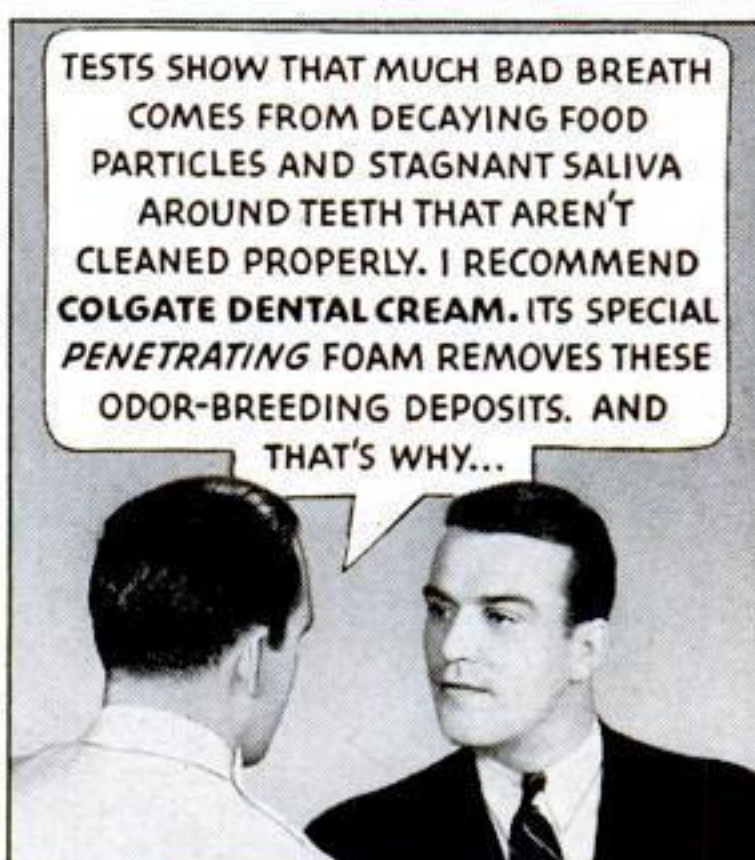


**Voodoo Doctor** wears anklets of sheet copper and wood. Bufano's puppets are very light. This one weighs only 30 lb. Despite his size, two manipulators will be able to work him.



# SPEAKING OF PICTURES

(continued)



The Modern Scientist examines his creator. In operation his hands will be articulated. Joints, here covered with liquid rubber, have not yet been broken down.



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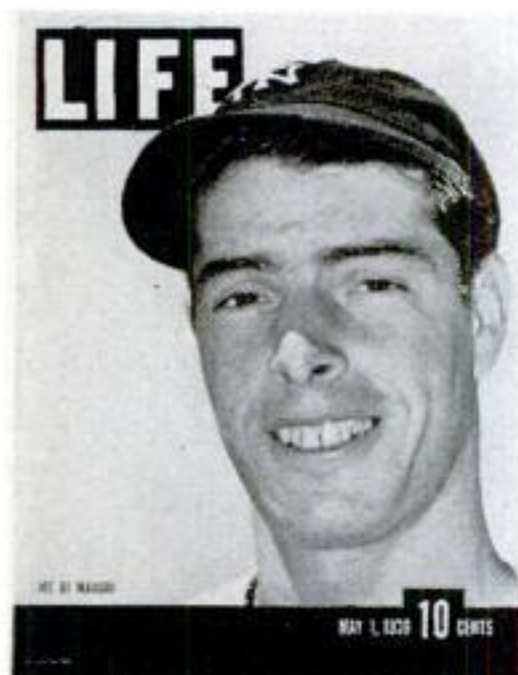
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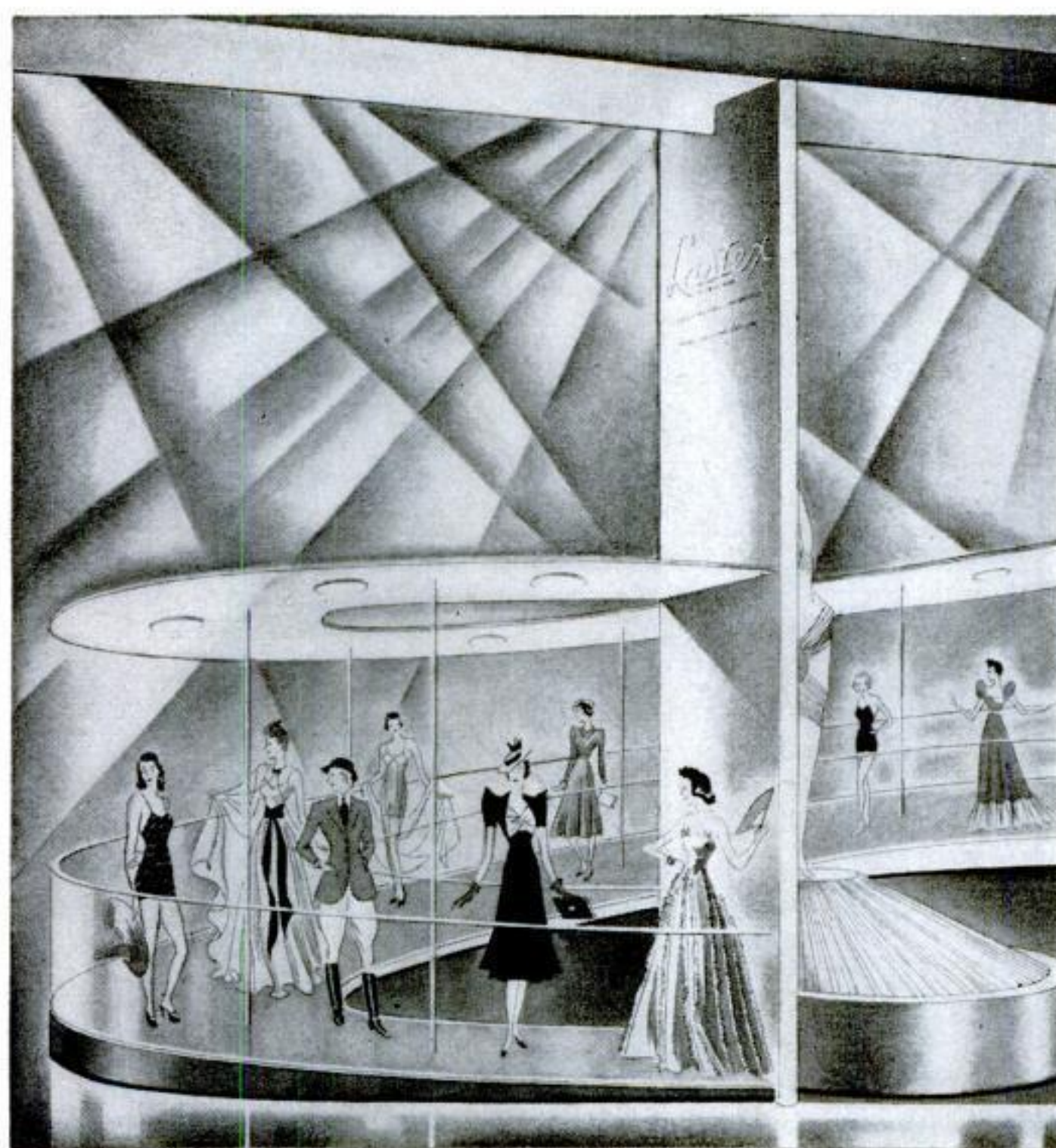
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**LIFE'S COVER.** Main sports event of last week was the opening of the big-league baseball season. Feature game of the week was naturally the one in which the New York Yankees, this year trying to make baseball history by winning four championships in a row, defeated the Boston Red Sox, 2 to 0. The feature play of the game was an amazing shoetop catch made by the Yankees' extraordinary young Center Fielder Joe DiMaggio. For more photographs of DiMaggio and an article about him by Noel F. Busch, turn to page 62.

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## STRETCHABLE APPAREL

..... the clothing of tomorrow

AND so off to the Fair—to see a brave new world in the making. You will find the Fair itself a great modern answer to man's ancient cry, "I want something better." And among those better things of tomorrow you will find "Lastex," The Miracle Yarn, a typical result of man's striving for something better. When you see the "Lastex" Yarn Exhibit in the Hall of Fashion you will see how "Lastex" yarn imparts stretch to all types of woven or knitted fabrics, silk, cotton, wool or rayon. How it revolutionizes not only fashions but figures, affecting all types of apparel and accessories for men, women and children. How its presence, unseen and often unsuspected, creates unique advantages for the wearer of the new stretchable apparel, in the way of beauty, fit, comfort, control or convenience, as the case may be. The age of stretchable apparel is just beginning. The magic stretch of "Lastex" yarn is already a must have in

foundations, bathing suits, hosiery, underwear. It is rapidly spreading to shoes, dresses, hats, gloves, sportswear—in fact, to every item of the wardrobe. Look for the "Lastex" Yarn Exhibit at the Fair. And when you buy any type of apparel or accessories, look for the "Lastex" yarn label that symbolizes so many advantages.



In the beautiful  
Apparel & Accessories Building,  
Sections E 1-5-2-6

THE MIRACLE YARN THAT MAKES THINGS FIT ...

*Lastex*  
REG. U. S. PAT. OFF



An elastic yarn manufactured exclusively by United States Rubber Co.  
1790 Broadway, New York City



# A day in the life of a MIMEOGRAPH DUPLICATOR

**9:15 A. M.**

Walter, the Office Boy, starts the Mimeograph duplicator rolling for the day. Supply of ruled forms for the accounting department is low, so he gets out the filed stencil sheet for them and runs off a new supply.



**11:40 A. M.**

Secretary to the boss takes down a "Burn 'Em Up" bulletin to the sales force. She'll put it on the Mimeograph stencil sheet and Walter will have copies ready to air mail in a jiffy.



**1:15 P. M.**

Walter is still at lunch, or somewhere, so the young lady at the right steps in as operator. She's making ready to produce monthly statements for the firm. They'll go out dressed in permanent, velvet-black Mimeograph ink.



**2:50 P. M.**

They call Montgomery the company artist because he traces pictures so well. At the Mimeograph illuminated drawing board he is now preparing an illustrated catalog page that will soon be duplicated via Mimeograph duplicator.

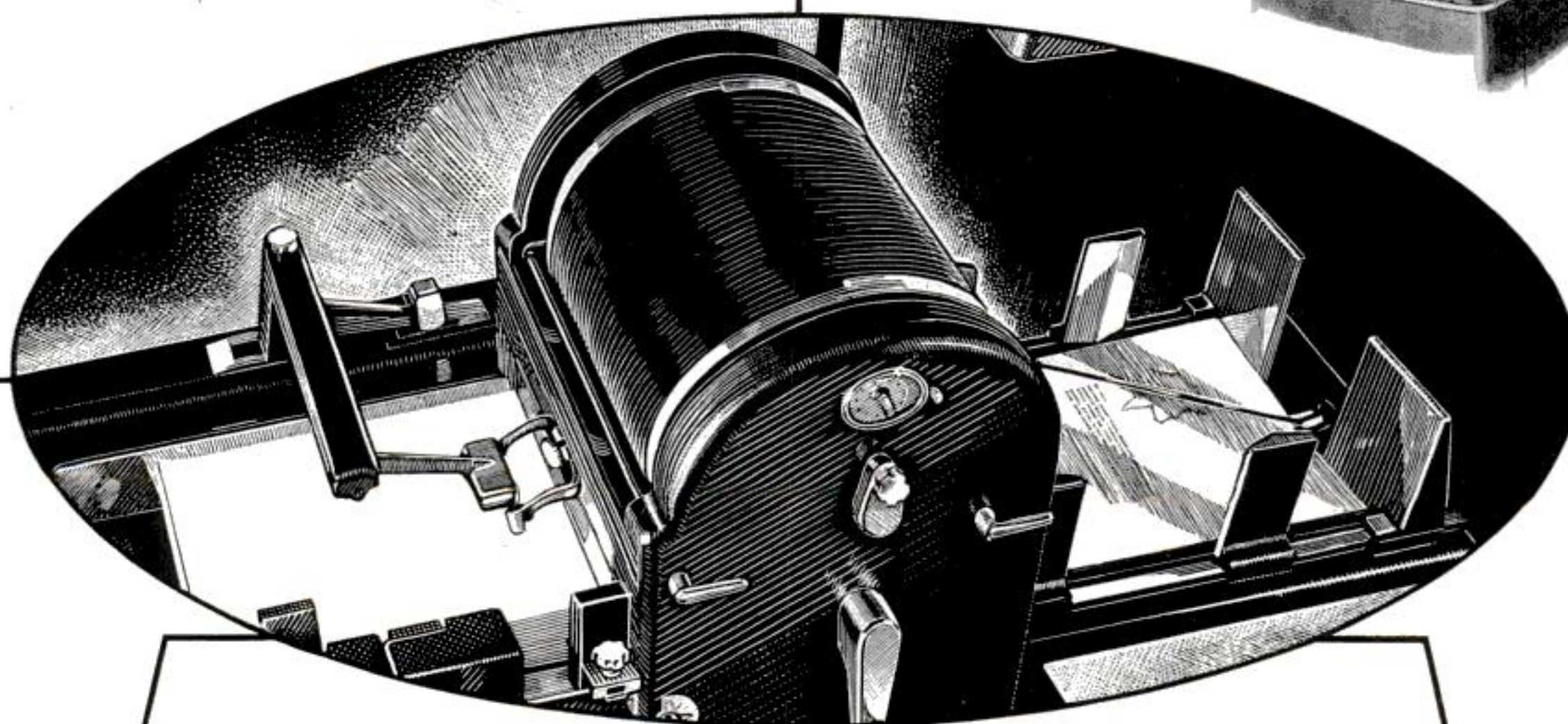


**5:45 P. M.**

Walter is back. He's staying down, on his own hook, to run off copies of the minutes on the Mimeograph duplicator for a secret society he belongs to. It meets tonight.



**P. S.** We didn't even mention the letters that went out during the day by means of the Mimeograph duplicator, because everyone knows this famous office aid gets them out quickly, neatly, privately and economically.

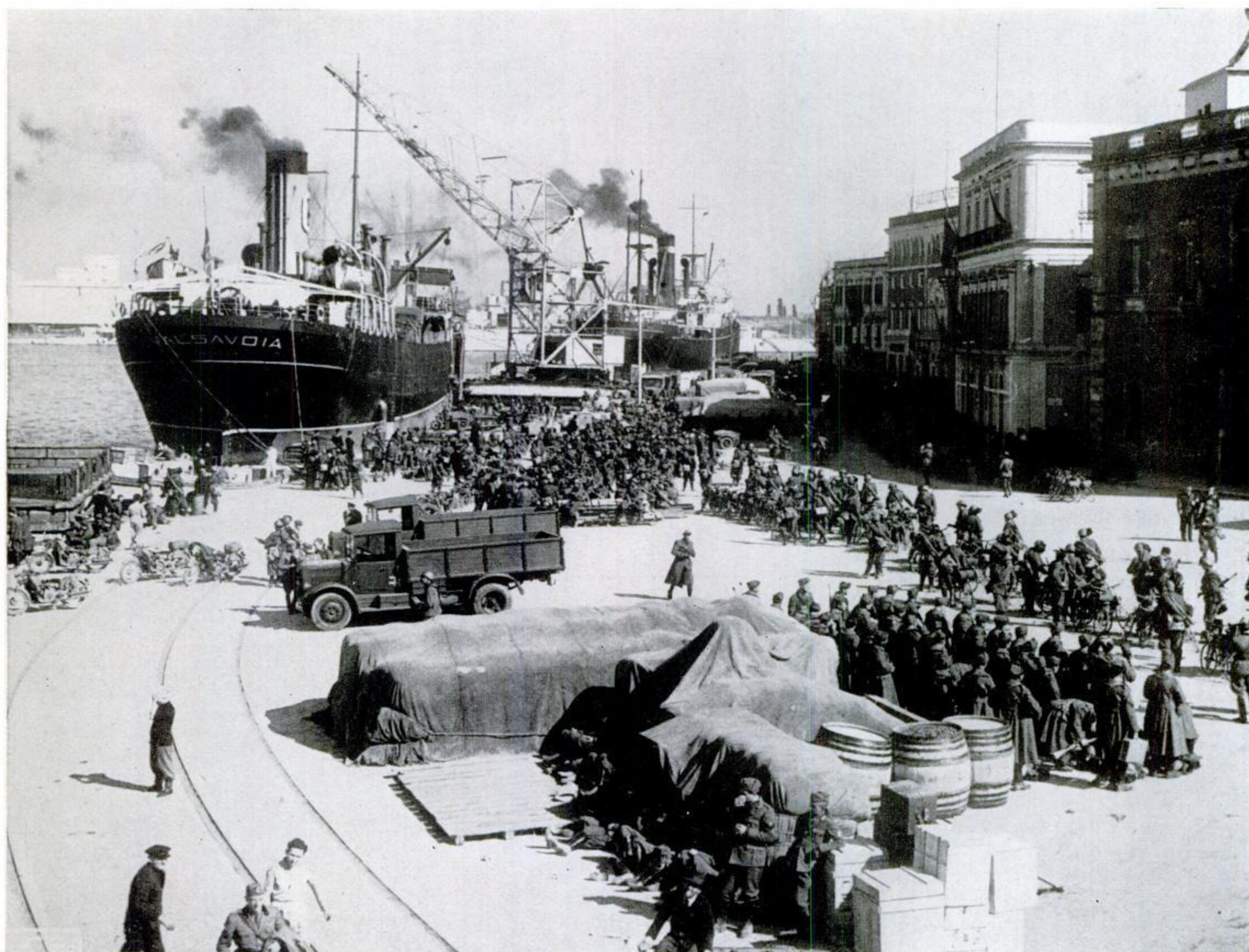


The Mimeograph duplicator, with its integrated products—Mimeograph stencil sheets, inks, and illuminated drawing board—can do a lot of things for office and institution. It does them all more neatly and more legibly. It's economical and it's permanent. Do you use it? Ask our distributor for full details. He is listed in the "Where to Buy It" section of your 'phone directory. A. B. Dick Company, Chicago.

**MIMEOGRAPH**

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ITALIAN TROOPS CROWD THE QUAY AT DURAZZO WHERE THE MAIN INVASION OF ALBANIA BEGAN. SOME WENT ON BY TANK, SOME BY LORRY, THE FASTEST BY CYCLE

On April 16, King Victor Emmanuel III of Italy accepted the crown of Albania and the brief, almost bloodless, war between Italy and Albania came to an end. The first photographs of the invasion arrived in U. S. last week, and Europe's only war between foreign powers in 16 years took its place in history.

In history, the events which disturbed the eastern coast of the Adriatic Sea on April 7-8, 1939, will have a small but secure place. In itself, the annexation of Albania by Italy had little meaning. Italy already controlled Albania. To gain full possession, she waged war, gained a cheap and easy victory. Since she suffered only a few dozen casualties, the war was probably worth fighting. By it, Italy acquired an undeveloped land with military usefulness and a more-than-half Moslem population of 1,100,000.

The events which these photographs annotate began during Holy Week, when Benito Mussolini started to snarl threats at his puppet, King Zog of Albania. Half a dozen confused reasons for the threats were given. One was that Zog was flouting and provoking Italy beyond reason or endurance. Another was that Italy loved Albania so much that nothing

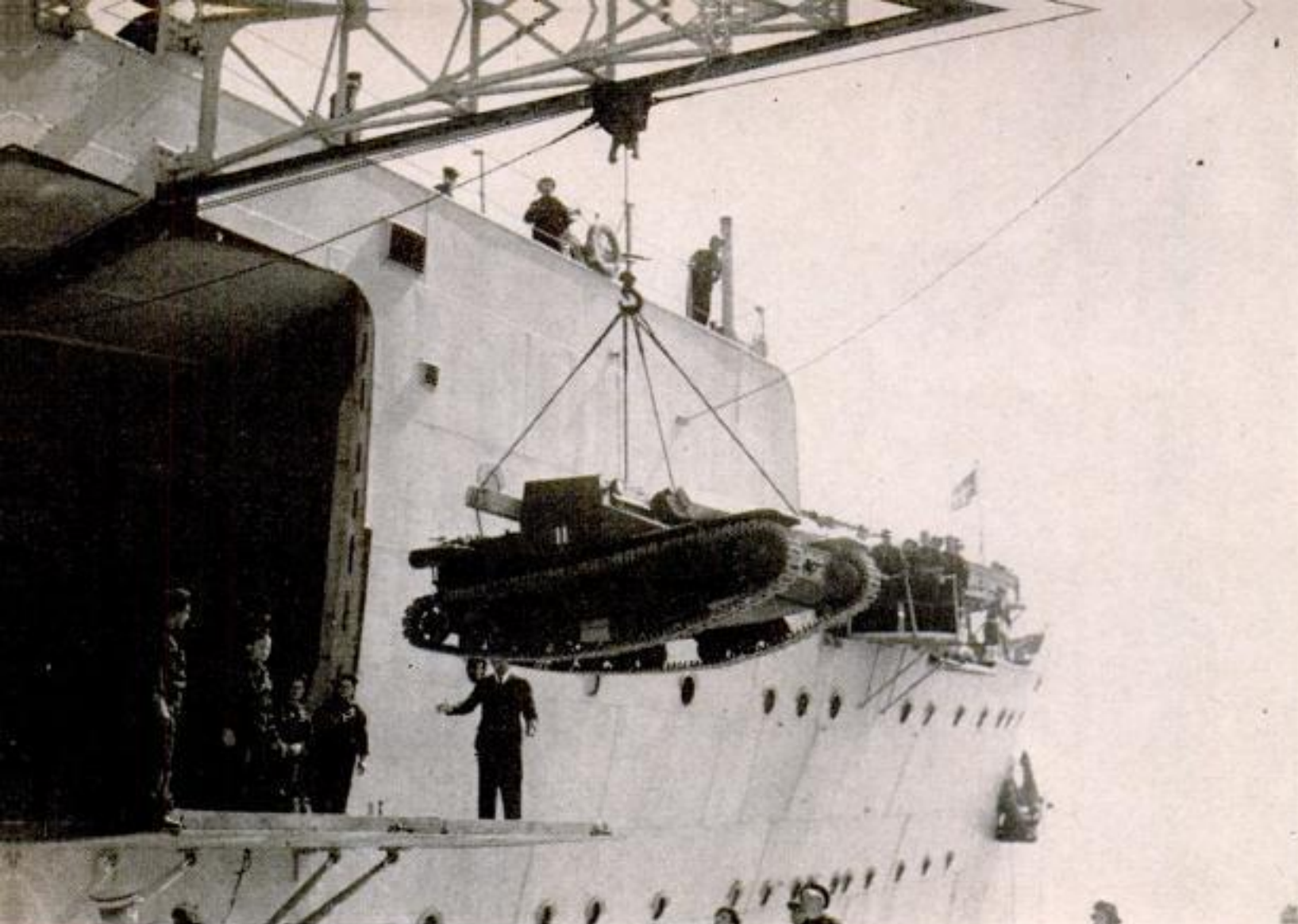
short of complete marriage would satisfy her.

The marriage turned into simple rape. On April 7, 50,000 Italian soldiers, a small battle fleet, and 384 airplanes invaded Albania. To meet them the Albanian army of 13,000 men, armed and trained by Italy, was mobilized. Only at the port of Durazzo (above) was serious resistance encountered. There the first Italian landing parties were repulsed. But by the next day, Albania, from border to border, was in Italy's arms. Only guerrilla warfare continued.

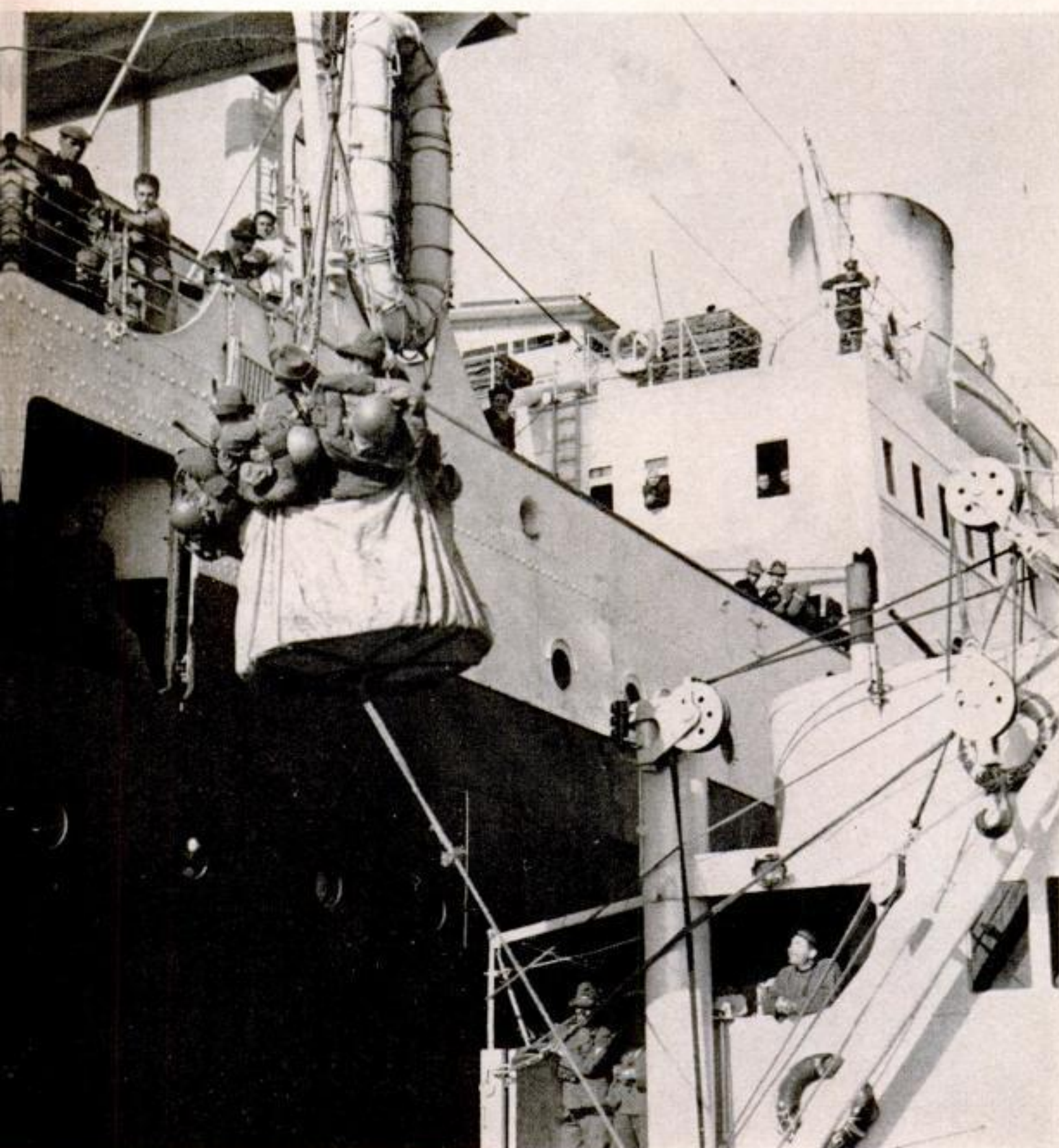
After a day's defiance, King Zog fled to Greece, following his queen, Geraldine, who had borne a son only three days before. His Kingdom was transferred to Italy's King who, as King of Albania, would, in theory, rule. But before the invasion, Victor Emmanuel was reported to be toying with the shocking idea of quitting his throne because he was out of sympathy with the Berlin end of the Rome-Berlin axis. Story was that he asked Pope Pius if he should abdicate and the Pope said no. So the Italo-Albanian War of 1939 ended ironically. The crown of Albania was taken away from a man who wanted it very much and given to a man who wanted it very little.

## THE ITALO-ALBANIAN WAR OF 1939 TAKES ITS SMALL PLACE IN WORLD HISTORY





Tankettes were unloaded at Durazzo from a hangar of Italy's lone seaplane carrier, the *Giuseppe Miraglia*. These are light Fiats which Italy also sent to Ethiopia and Spain. Although less than 50 mi. of the Adriatic separate Italy and Albania, the "war" was a full-dress invasion from the sea, enlisting the services of the Navy, transports and landing parties.



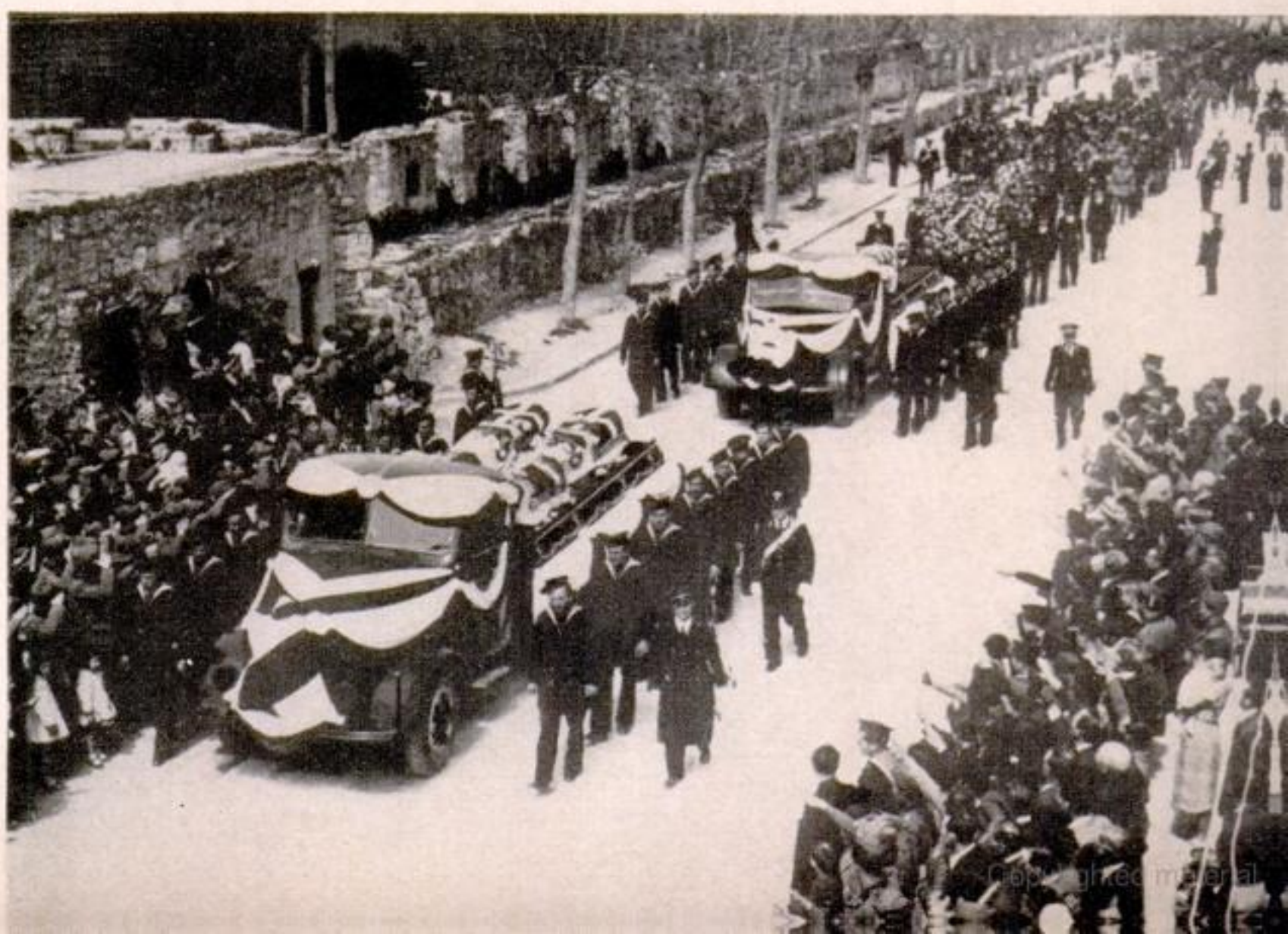
Troops were lowered from decks of liners into tenders, which put them ashore at Santi Quaranta, south of Durazzo. Below are the Fiat tankettes clanking down the wide main street of Tirana, which Italian money paved with concrete. It is 4:05 p.m. The Italian flag waves overhead and the few spectators, some wearing *qylahs* (native hats), are bored.



Airplanes carried troops to Tirana, Albania's capital, from Taranto, in Italy, some 135 mi. away. More than 1,000 crack Grenadiers were flown across the Adriatic in 120 bombers, arriving simultaneously with the cyclist advance guard which wheeled up from the coast. The Germans used this same tactic flying troops to Vienna during last year's *Anschluss* of Austria.



Mussolini's son-in-law, Count Ciano, flew over to Tirana from Rome to set up a provisional government. Giving a very accurate imitation of his father-in-law, he assured the populace that Italian troops had come only to bring order and progress. Below: the funeral cortege of the eight Italian sailors, killed in the landing at Durazzo, rolls toward the harbor.

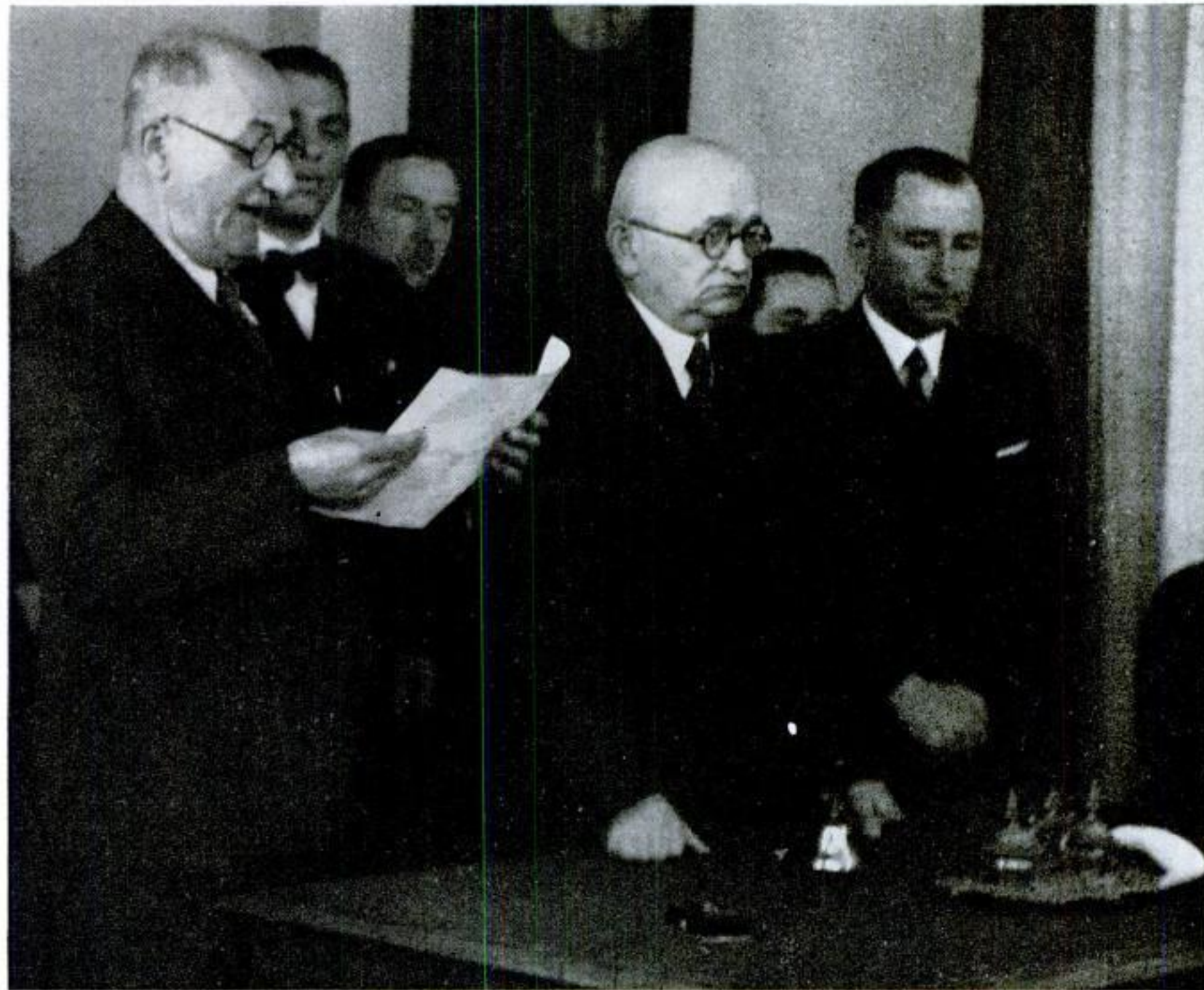




# THE ITALIANS TAKE OVER ZOG'S PETS, HIS POLITICIANS AND HIS PALACE



**King Zog's favorite vulture** became the ignominious captive of an Italian *Bersagliere*. Zog's title had been "King of the Sons of the Eagle."



**Thanks to Italy** for having been a good friend were voiced by the Minister of Justice, Khafter Ypi. Delegates from Albania's ten provinces cheered Ypi's speech, invited Victor Emmanuel III to become King of Albania.



**Zog's palace was sacked** before the Italian troops arrived in Tirana. According to Italian reports, Zog opened the city's jails before he fled to Greece, hoping that the freed pris-

oners would fight the invaders. Instead they led mobs to the palace, looted it, removing the furniture and decorations, tearing paintings from frames and knocking heads off statues.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Britain plays hide & seek with Russia; U. S. fears coal shortage; AAA wins a decision

The timid romance of that ill-assorted pair, the British House of Commons and the Big Red Army of Soviet Russia, was by all odds the news of the week. LIFE shows the armed forces of the U.S.S.R., documented with figures that have a better claim to accuracy than any that have yet been published in the western world (pp. 53-59).

Last week in London and Moscow, diplomats fenced and dodged for the advantage in a projected Russo-British agreement against the dictatorships. British Ambassador Seeds camped on Foreign Minister Litvinoff's doorstep. Russian Ambassador Maisky went home to Moscow to report on the "sincerity" of the British. One big catch was that Britain's new allies, the Poles and Rumanians, are horrified at the prospect of Bolshevik troops crossing their lands.

The august House of Commons (see pp. 18-19) heard such momentous words last week as the announcement of a Ministry of Supply under Leslie Burgin for wartime mobilization and the storing of 80,000,000 ration cards under a Ministry of Foods. Things were so far along that British Foreign Minister Halifax felt it was tactful to assure Germany that Britain planned no "encirclement" or attack against the Reich.

The balloon of war talk collapsed sharply. Italy's conquest of Albania had taken its small but secure place in history (see pp. 11-13). Troops were being demobilized in Rumania and Spain. The British, however, still felt tense. They put up the harbor boom at Gibraltar, landed 35 bombers in Greece and kept their eye on the German squadron steaming toward the Mediterranean for maneuvers. The British Fleet took up its patrol in the eastern Mediterranean, while the French Fleet took the western end, basing at Gibraltar. British overtures to Turkey were sadly interrupted by the German appointment of that old intrigant, Franz von Papen, as



SEEDS

Ambassador to Turkey; by a Turkish concession to Lufthansa for an airline; and by a German contract to build a new Turkish naval base on the Sea of Marmara.

Adolf Hitler turned 50 while German troops marched endlessly past him. A striking innovation in the parade was one company of a parachute



MAISKY

regiment, copied from Soviet Russia. Among the orderly flowerbeds of bayonets that moved past on legs were the splendid 15-cm. cannon of the vanishing Czecho-Slovak Army. Hitler, having called the Reichstag for April 28 to hear his answer to President Roosevelt's non-aggression plea, last week produced the triumphantly impudent idea of asking the little nations of Europe whether they really fear German aggression. Yugoslavia and Lithuania dutifully answered "No"; but the idea was ruined when the Dutch answered meticulously "Not now but maybe later," and Rumania answered impudently: "How can anyone feel secure in Europe at the present time."



COAL CONFEREES IN NEW YORK

**Coal Crisis.** On April 19, a vice president of the Baltimore & Ohio Railroad announced that the road had only enough coal left to run its trains for six or seven more days, that it was losing \$100,000 a day from lack of coal to haul, that resulting layoffs of workers were cutting its payroll at the rate of \$400,000 a month. New York City's Mayor LaGuardia, frantic at the prospect that lack of coal would force a shutdown of the city's subways and power plants, was appealing to President Roosevelt for White House action. Elsewhere officers of many another city, railroad, factory and power plant were beginning to grow alarmed at the coal shortage which had developed since 320,000 miners in the Appalachian bituminous coal fields quit work April 1, because in New York representatives of the United Mine Workers' union had failed to reach agreement with Appalachian coal operators on a new working contract.

At the bottom of the trouble lay the civil war between the two great armies of American labor, A. F. of L. and C.I.O. The point on which the negotiators were stuck was a demand by the Mine Workers' union, whose President John L. Lewis is also boss of C.I.O., that a penalty clause in the old contract which permits miners to be fined \$1 to \$2 a day for participating in strikes in violation of contract be omitted from the new contract. The reason the U.M.W. wanted the clause eliminated was that it is beginning to worry about the inroads of A.F. of L.'s Progressive Miners' union. Department of Labor mediators stepped in last week, without much apparent effect, as the operator-union negotiators (see cut) struggled through their fifth week of deadlock. John L. Lewis meantime rumbled threats to call out 100,000 miners in non-Appalachian bituminous fields, plus another 100,000 in the anthracite fields, unless operators soon came to terms.

**Red Reliefs.** The Workers Alliance, a national union of the unemployed, claims 260,000 members. It col-



BENJAMIN AND LASSER

lects \$4,000 a month from dues, pamphlet sales and contributions, which it spends in propagandizing for bigger & better Relief, staging hunger marches, putting the heat on economy-minded Congressmen and State legislators. It represents the most successful attempt to date to organize the political power of the unemployed. In Washington on April 17-18, the Alliance's president, David Lasser, and its secretary-treasurer, Herbert Benjamin, appeared before a House committee which is investigating WPA. President Lasser admitted that some of the Alliance's funds had been spent to send him to Soviet Russia in 1937 during the 20th Anniversary of the Revolution, but denied that he was a Communist, declaring: "At the present time I believe in trying to make capitalism work." Secretary-Treasurer Benjamin admitted freely, however, that he had been a Communist for 18 years, named two other members of the Alliance's national executive board who are also members of the Party. A Benjamin sound-off: "No one in America shall starve! Franklin D. Roosevelt will not fulfill this pledge. But the workers of America can give it meaning through the invincible power of the strike!" In Congress a movement promptly developed to smash the Alliance by barring its members from Relief.

**Court New Deal.** On April 17, William Orville Douglas, 40, took his seat as the fourth Roosevelt appointee to the U. S. Supreme Court (see p. 16). A few minutes later the country got another forceful demonstration of how New Deal new blood has changed the Court's philosophy. Three years ago Justice Owen J. Roberts read the majority opinion in a 6-to-3 decision by which the Court struck down the original AAA on the grounds that Congress had no right to regulate intrastate production. Last week the same



ROBERTS

Mr. Justice Roberts read another majority opinion, in a case brought by some Georgia tobacco growers, which held the new AAA constitutional. The difference between the two AAAs is that the first tried to tell the farmer how much of a crop he could grow, while the second lets him grow all he wants to but penalizes him for selling more than his set quota. To six of the current Justices this distinction between "production control" and "marketing control" seemed perfectly valid. Only Justices McReynolds and Butler, all that are left of the Supreme Court diehards of 1933-37, failed to see the point.

### PICTURE OF THE WEEK

The big-league baseball season opened April 17 with a game in Cincinnati. Cincinnati lost both the game and the services of their shortstop, Billy Myers, who was hit behind the ear by an infield throw, taken to the hospital with a slight concussion. The world champion Yankees opened in high gear. The great Joe DiMaggio (see p. 62) helped save their first game with two wonderful catches, helped win the second by hitting a homer and knocking in half his team's runs.





Baseball season opens: Myers of Cincinnati, hit by ball, is carried unconscious from the field



## CREW CLASSIC



A record-breaking University of California crew slammed its way down the Oakland Estuary before 20,000 excited spectators on April 15 to beat the University of Washington by six and a half boat-lengths. It was California's first varsity crew victory over the

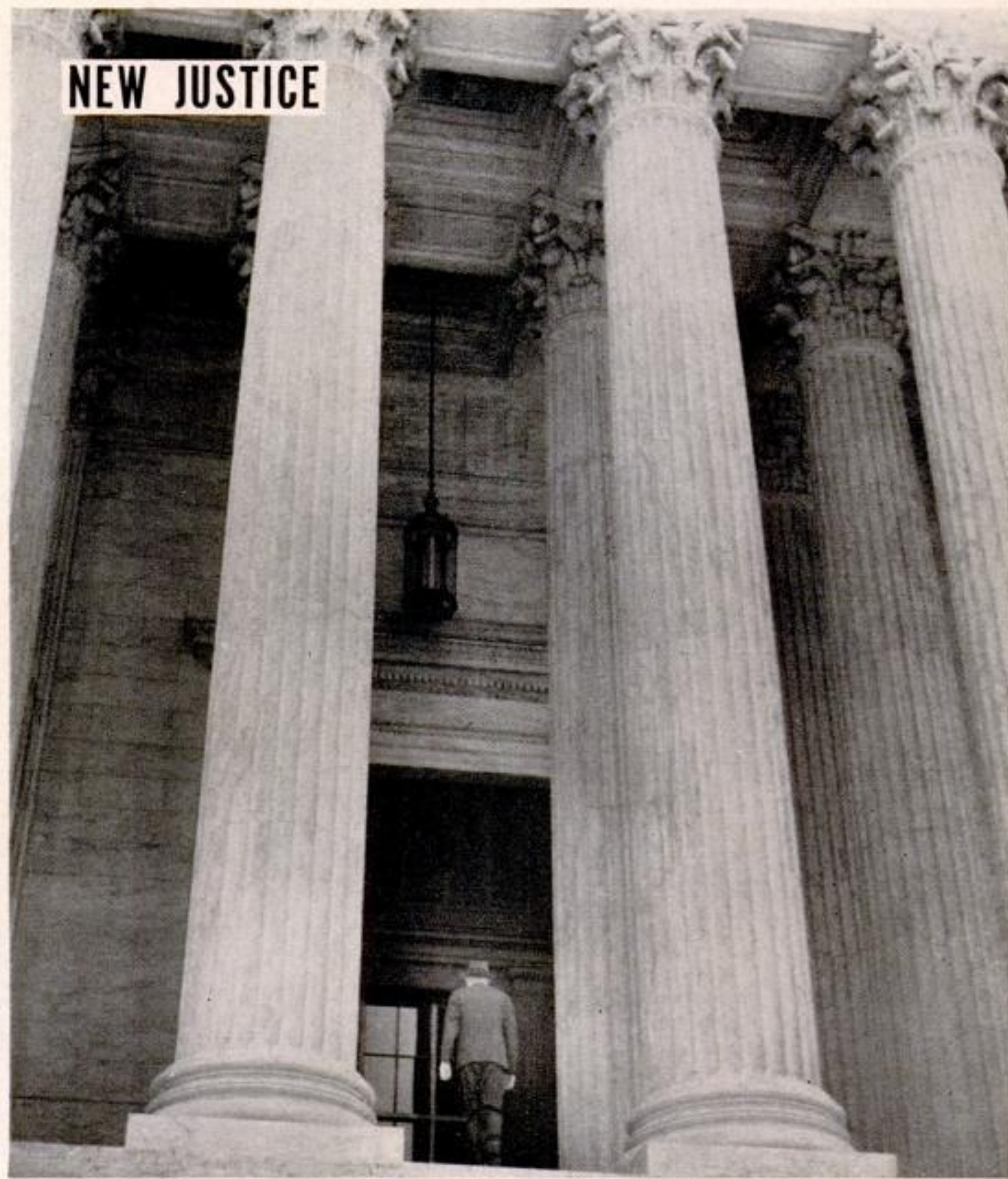
Huskies since another great California crew (1932 Olympic Champions) showed Washington their wash, seven long years ago. California's time for the grueling 3-mi. grind was more than five seconds under the old record that was set by Washington in 1931.

## NEW KING



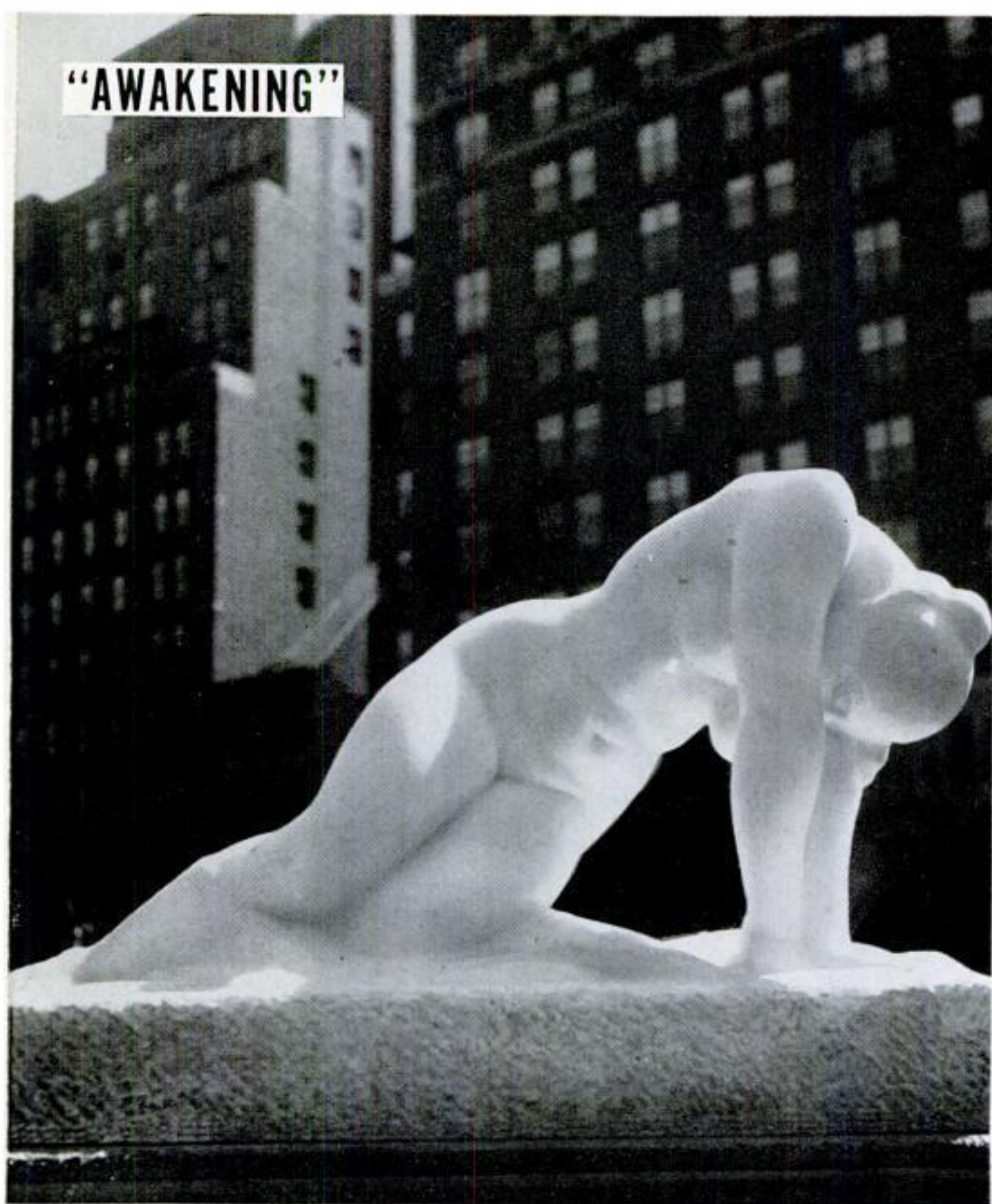
Three-year-old Feisal II, looking like a young sheik with sandals on his feet and a dagger at his waist, became King of Iraq after his speed-loving father was killed in an automobile smash-up. Until the world's youngest monarch comes of age, his uncle is regent.

## NEW JUSTICE



The youngest man to become a Supreme Court Justice since 1812 marched alone and self-possessed through Court's marble columns on April 17, to take Constitutional oath before Chief Justice Hughes, 37 years his senior. His name: William Orville Douglas. His age: 40.





**At the second outdoor show** of the Sculptor's Guild in New York City, one of the exhibits was Vincent Glinsky's *Awakening*, a statue of a woman rising from ageless slumbers. The statue's flowing contour contrasted with the sharp lines of the buildings across the way.



**At Westminster Abbey** a sudden gust of wind swept up the long bridal veil of Miss Cecily Borwick as she arrived for her wedding to a Coldstream Guards lieutenant. Looking like a wraith, the bride kept her composure while an attendant (*left*) scrambled after the veil.



**Daughters of the American Revolution**, 4,500 strong, stretched forth their right hands in Washington and pledged "allegiance to the Flag of the United States and to the Republic for which it stands—one Nation, indivisible, with liberty and justice for all." The

chief subject of private discussion was Anna Eleanor Roosevelt's resignation over their refusal to let Negro Contralto Marian Anderson sing in their auditorium. On April 9, the Daughters attended a reception at the White House. The First Lady could not be there.



## THE HOUSE OF COMMONS, NEVER PHOTOGRAPHED, HEARS HISTORIC SPEECH

It was an historic hour for all Europe at 3:00 p.m., April 13, when Britain's Prime Minister Neville Chamberlain rose from the Government bench in the House of Commons. No photographer was on hand, for no camera has ever been permitted at a session of the Commons. LIFE's artist, Fortunino Matania, drew the picture at the right from a perch in the visitors' gallery. Nearly all the 615 M.P.s had tried to crowd into the Commons' 476 seats and many stood or sat on the floor. The great Mace lay on the Table signifying that the House was in session.

For so great an occasion nearly the whole Cabinet flanked Chamberlain. They are shown on their front bench, from left: Captain Crookshank (Secretary for Mines, later promoted to Financial Secretary of the Treasury), Simon (Chancellor of Exchequer), Hoare (Home Affairs); beyond Chamberlain, Hore-Belisha (War), Stanley (Board of Trade), Sir Kingsley Wood (Air), Brown (Labor), R. S. Hudson (Overseas Trade), Major Tryon (Postmaster General), Malcolm MacDonald (Colonies and Dominions), Walter Elliot (Health), W. S. Morrison (Chancellor of Duchy of Lancaster), Earl Winterton.

Facing Chamberlain were the leaders of the Opposition: Dalton, Lloyd George, Morrison. On the dais sat the Speaker of the House, Sir Algernon Fitz-Roy, behind the three wigged clerks of the House. The whole scene had the mumbling, friendly air that distinguishes the House of Commons from all other parliaments.

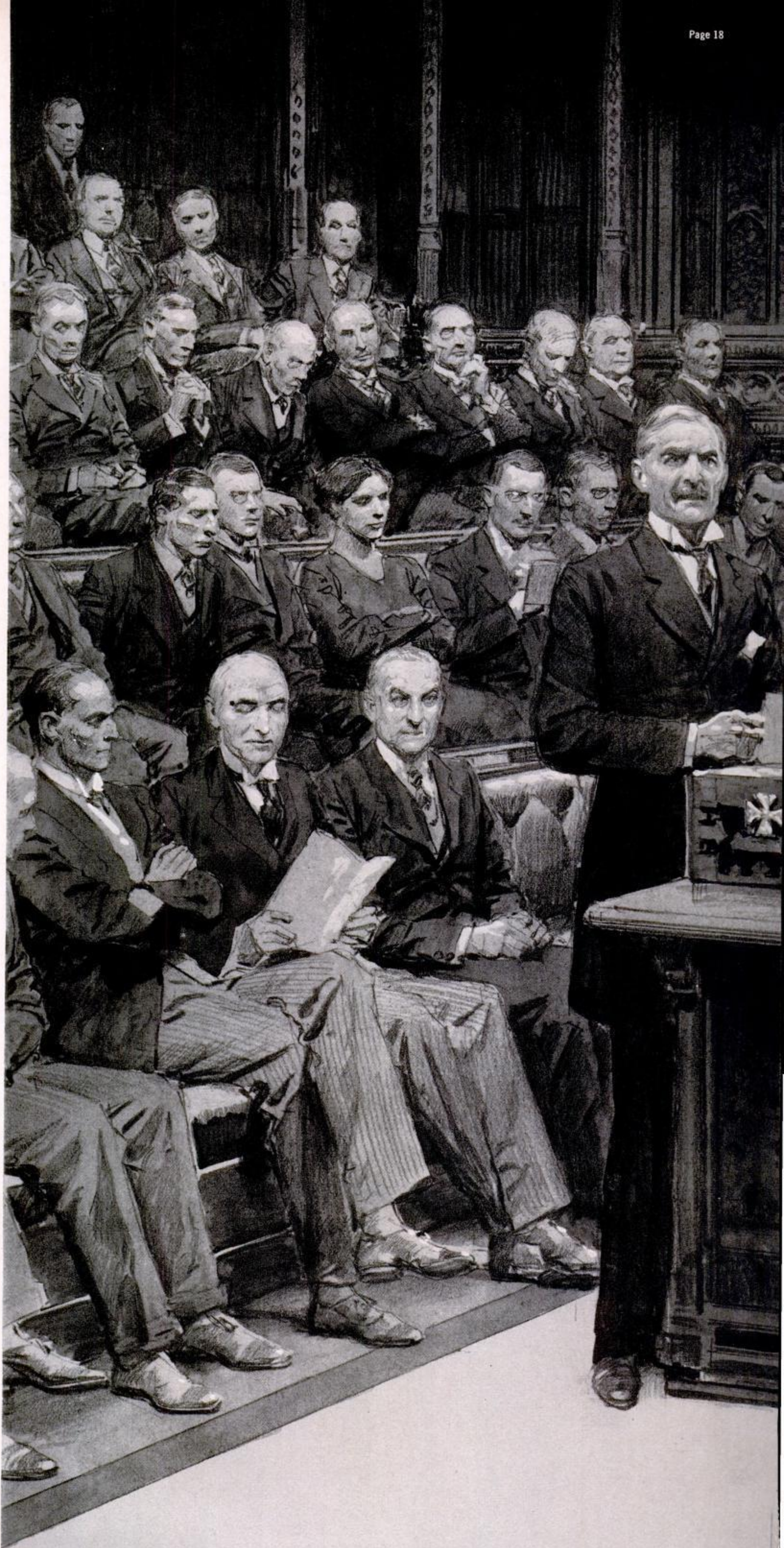
At 3 o'clock, Mr. Chamberlain began reading from several sheets of paper. He reviewed the events of the Italian conquest of Albania (*see pp. 11-13*). He quoted the Italian chargé d'affaires' statement to Lord Halifax (who is not seated in the House, being a Lord) that if Britain seized Corfu off the Albanian coast, Italy would guarantee "very serious consequences." (Laughter.) He quoted Halifax's reply that Britain would take "a very grave view if anybody else occupied Corfu." (Cheers and laughter.)

Then in a quiet voice he read: "In the event of any action being taken which clearly threatens the independence of Greece or Rumania and which the Greek or Rumanian Government respectively considers it vital to resist with their national forces, His Majesty's Government will feel bound to lend at once to the Greek or Rumanian Government, as the case might be, all the support in their power."

At this unprecedented extension of British power down the Balkans, the whole House of Commons cheered loud and long. With this move, Britain had "encircled" Germany completely.

"It was," Chamberlain went on, "intolerable that the whole world should be kept in a continually recurring series of alarms, blighting commerce and industry, depressing social life and culture and poisoning every phase of human activity in every country."

From the Opposition benches at this moment came the cry, "What about Russia?" Chamberlain explained patiently that Britain was still trying its best to make an "arrangement" with Russia (*see pp. 53-59*). He did not add that the Russians seemed most reluctant to fight Germany simply for the military convenience of Britain and France, preferred to use the democracies to defend herself against Japan.









## THE WORLD OF TOMORROW:

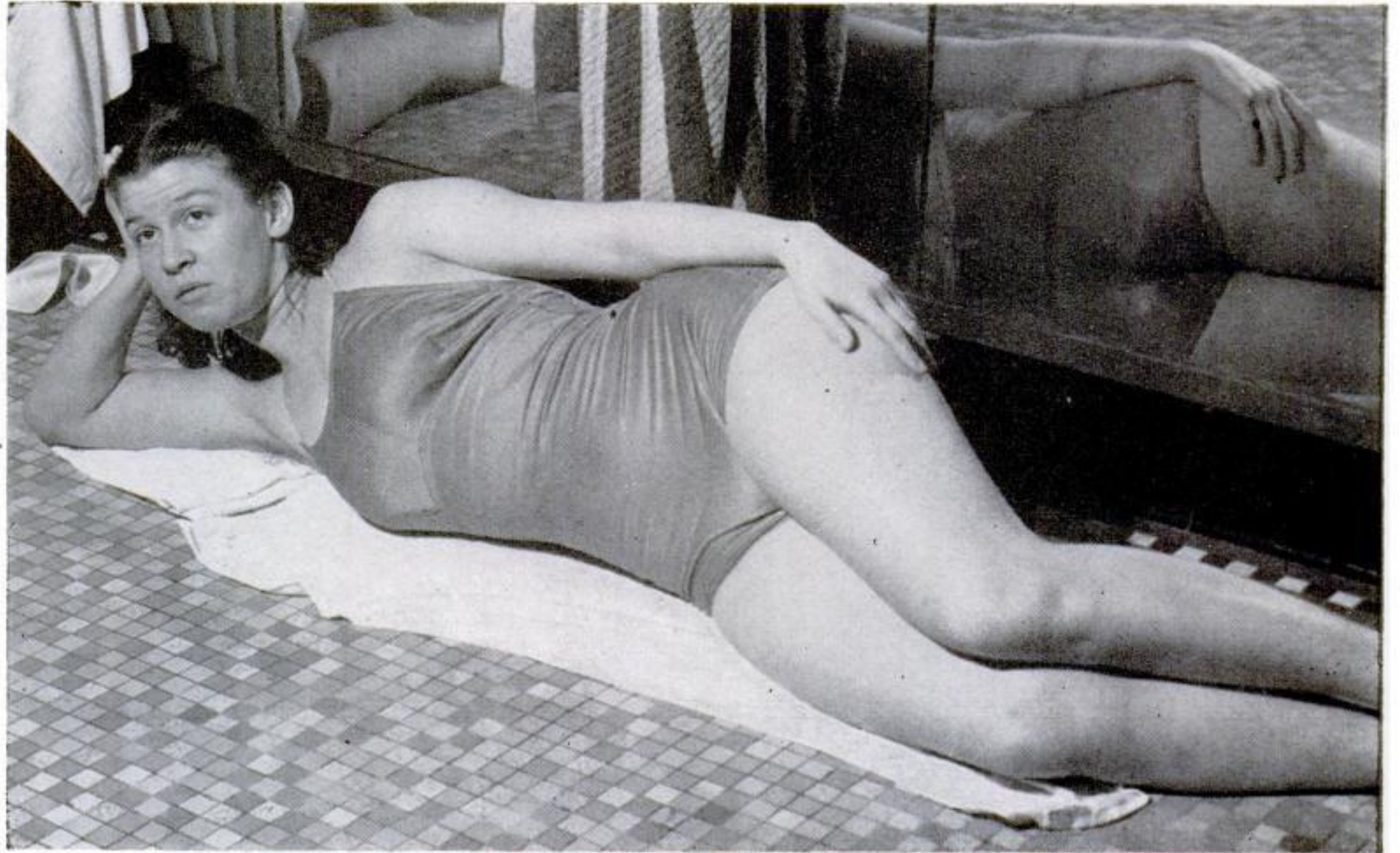
### AMUSEMENT AREA OF NEW YORK FAIR BEGINS TO GET ITS GIRLS

**A**ll over New York City last week girls were dancing, swimming, throwing javelins, singing, diving or trying on bathing suits in preparation for the World's Fair opening April 30. For a good many weeks New Yorkers had seen the Fair buildings gleaming on the flats beyond the East River. Ten days before the opening, they knew pretty definitely the World of Tomorrow would contain more than architecture and industrial wonders, that it would have its quota of the goods that had sold every fair since 1893.

Among the glamor acts now in rehearsal are Billy Rose's *Aquacade*, Faith Bacon's *Faun Dance*, Nils T.

(N.T.G.) Granlund's *Congress of Beauty*, *The Amazons*, *Garden of Eden* (featuring Adam and Eve & The Big Apple) and *Arctic Girls* ("shapely models sunk in a cake of ice"). Standards of propriety, Fair officials promised, would conform to those maintained by better metropolitan night clubs and musical shows.

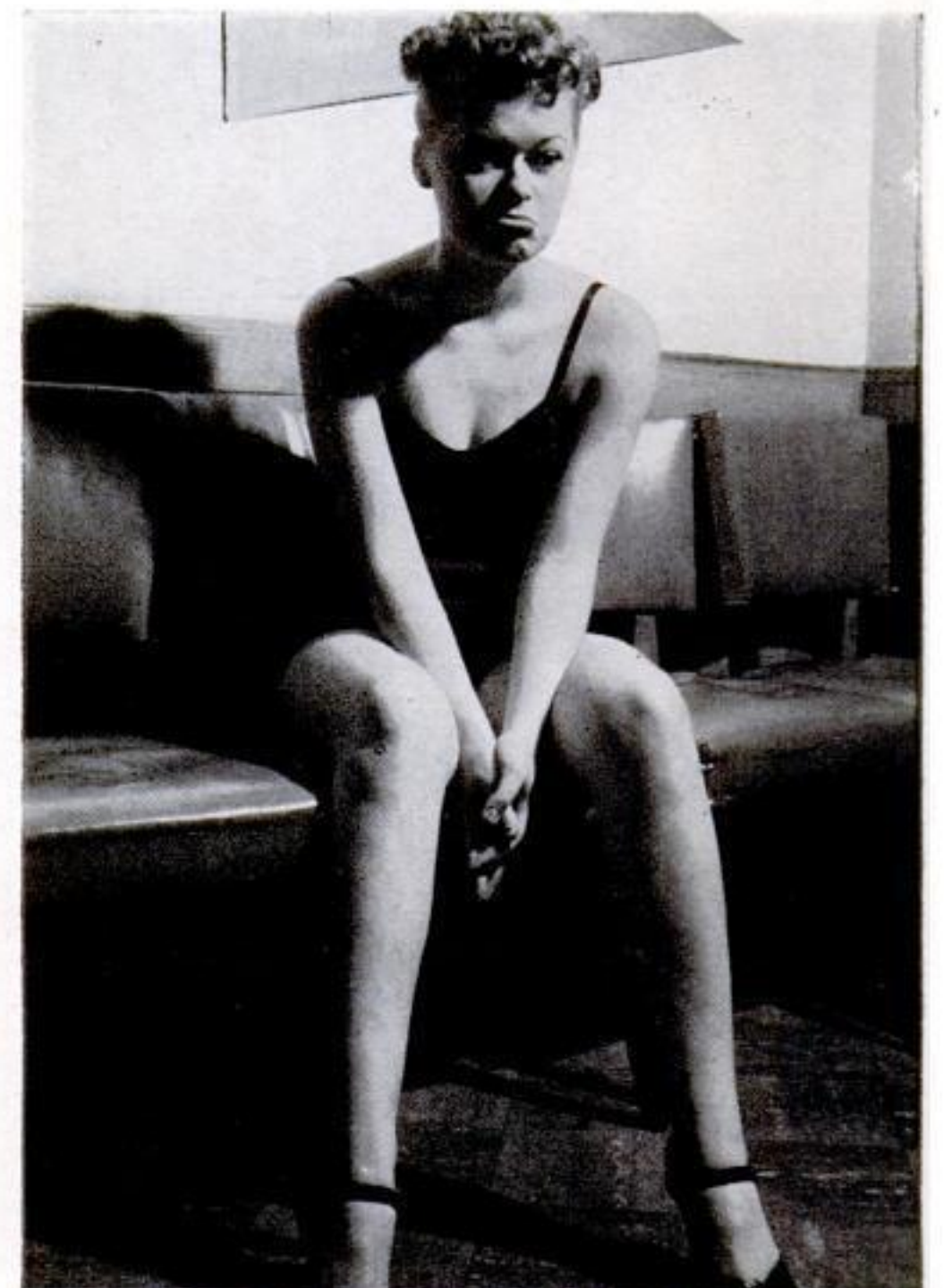
Worries of architects and decorators at the Fair grounds were no less than those of girls at work in rehearsal halls and swimming pools hustling to smooth rough edges off their acts before opening day. A few of them, weary but amiable, are shown here.



A BILLY ROSE AQUACADIAN RESTS DURING REHEARSAL. LEFT: A NILS T. GRANLUND BEAUTY



AN AQUACADE SWIMMER SMILES ON A SPRINGBOARD



AN N.T.G. GIRL DECIDES IT'S TIME TO GRUMBLE



## WASHINGTON GOES TO TOWN

On April 16, 1789, Washington left Mount Vernon and proceeded by coach-and-four to New York City, where, April 30, he was inaugurated first President of the U. S. Last week the 150th Anniversary of that historic journey was reenacted under sponsorship of the New York World's Fair. The coach was an authentic vehicle of 1770 vintage. Chosen as "Washington" because of his looks was Denys Wortman, creator of the New York *World-Telegram's* daily cartoon series, "Metropolitan Movies." He will be "inaugurated" on the Fair's opening day. At right are scenes from his trip and Wortman cartoons of week.



Washington bids farewell to Martha and his servants. He wears an historically accurate suit of homespun. Progress of his journey, day by day, follows schedule of 1789.



Wortman Cartoons. Above: "Do you remember, Mopey, when you read a newspaper just to forget your troubles?" Below: "It's especially becoming, Madam, to a person with a retrouse nose."



A GIRL FROM KOBE LOOKS OVER JAPANESE PAVILION



Leaving Mount Vernon, Washington proceeds nine miles to Wise's Tavern, Alexandria. There he accepted 13 toasts. Wortman drank four in water, then drove on.



Dolly and Dolores. "I've just come back from the lecture and gee, Dolores, I saw at least ten men, all of whom I could care for deeply." Cartoons appeared regularly during Wortman trip.





# ITALIANS PRODUCE FILM SHOWING HOW THEIR PLANES HELPED FRANCO WIN IN SPAIN

These pictures are stills from the only movie taken of the Italian "Legionary" Air Force in Spain. The ironic name of this film is *Los Novios de La Muerte* ("The Bridegrooms of Death"). It was filmed in Spain in 1938 with Mussolini's approval and was recently released for public exhibit in Italy, Germany, Spain and Hungary. It will not be shown in the U. S.

From a military point of view some of its sequences are unique. It includes the only shots ever shown of the bomb-release keyboard inside a Savoia-Marchetti S-79 bomber (extreme left, bottom row). This death-dealing instrument looks as harmless as an adding machine. The film is also important as a

commentary on the power of the Italian Air Force, since all "Legionaire" pilots were regular or reserve officers. As the pictures show, their skill at bombing and fighting is considerable.

Shots from bombers were taken by military cameramen; those on the ground by a civilian crew. The exciting dogfight scenes (opposite) were snapped by an automatic camera, which was attached to upper wing of the plane and took pictures through the propeller. The hardest shots to get were those of bombers in mid-air. To get an unobstructed view of these aerial giants in flight formation or dropping bombs, the cameraman was forced to hang out of the door of the bomber in which he was flying.

## ITALIAN "LEGIONARY" PLANES SET OUT FROM A BASE IN SPAIN AND BOMB A BRIDGE AT LERIDA



1 TUDELA GROUND CREWS AWAIT BOMBER'S ARRIVAL



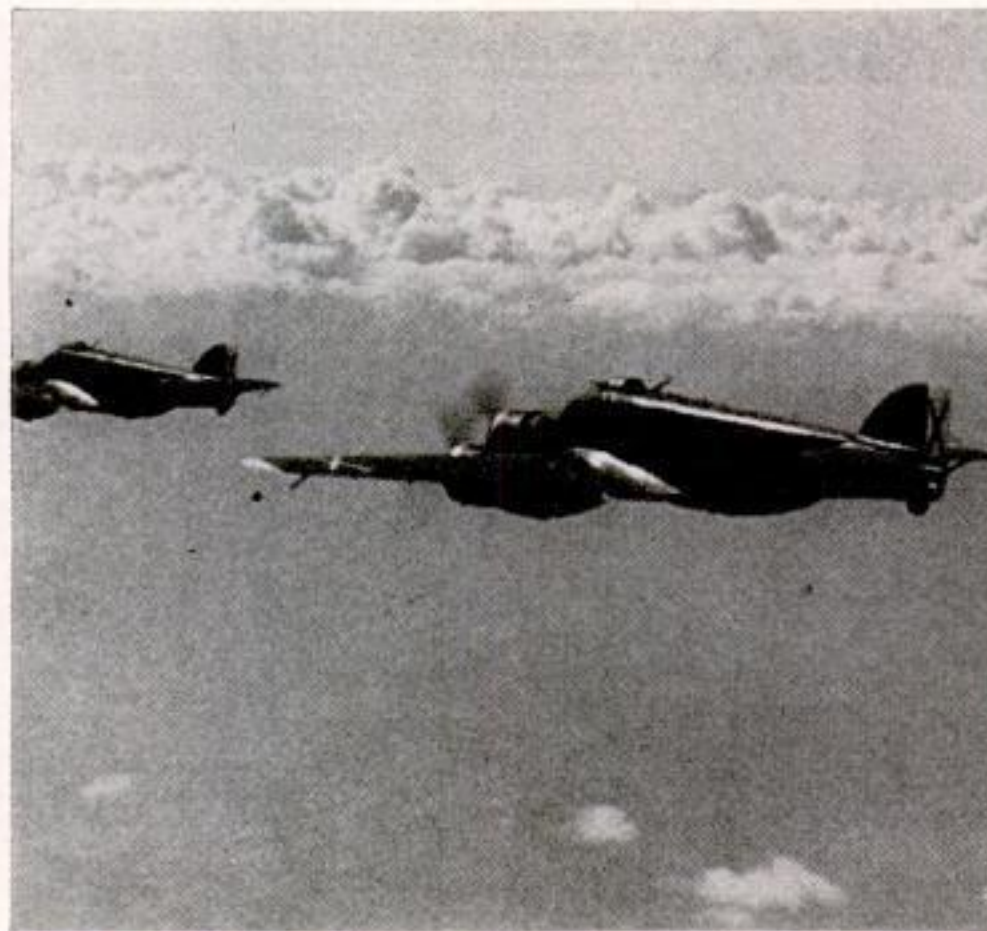
2 THEY RUSH 50-KILOGRAM BOMBS TO REFUELING PLANE



3 A WINCH PULLS BOMBS INTO BOMB-BAY OF PLANE



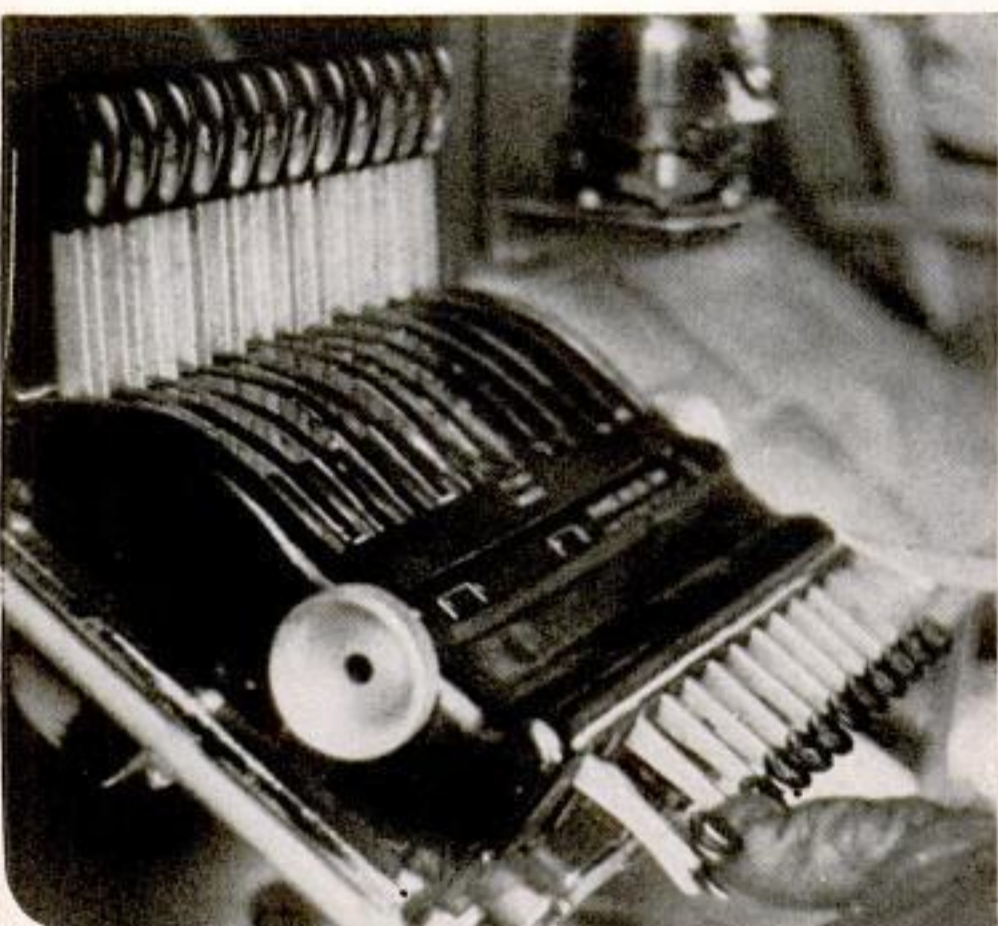
4 GROUND CREW THEN ARRANGES BOMBS IN RACKS



5 PLANE CLIMBS HIGH ABOVE ANTI-AIRCRAFT FIRE



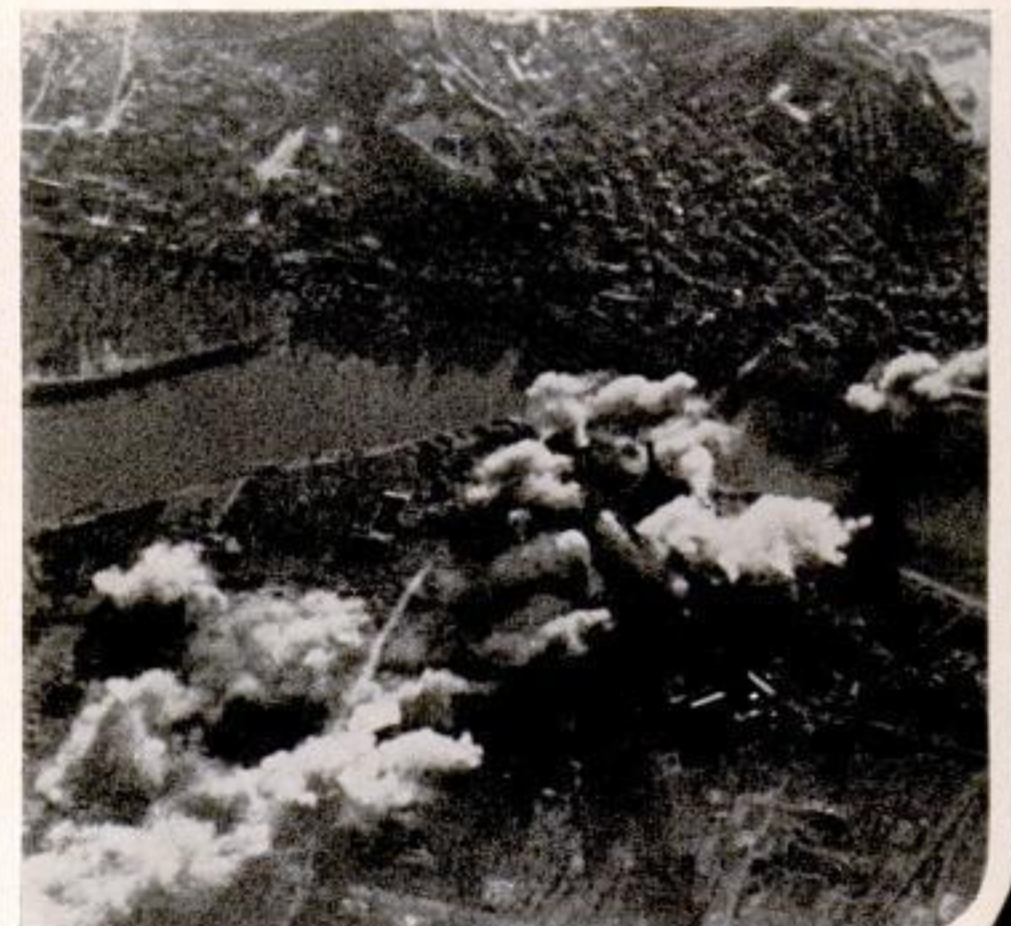
6 THE BOMBER SETS SIGHTS BEFORE RELEASING BOMBS



7 HE PRESSES KEYS TO RELEASE BOMBS FROM RACKS



8 TWO TONS OF BOMBS TUMBLE OUT OF THE PLANE



9 THEY FALL IN LINE LEADING TO OBJECTIVE



# LOYALIST PLANES STRAFE ITALIAN TROOPS BUT ONE IS LATER SHOT DOWN BY ITALIAN AIRMEN



1 AS ITALIAN BLACK-ARROW BRIGADE MARCHES



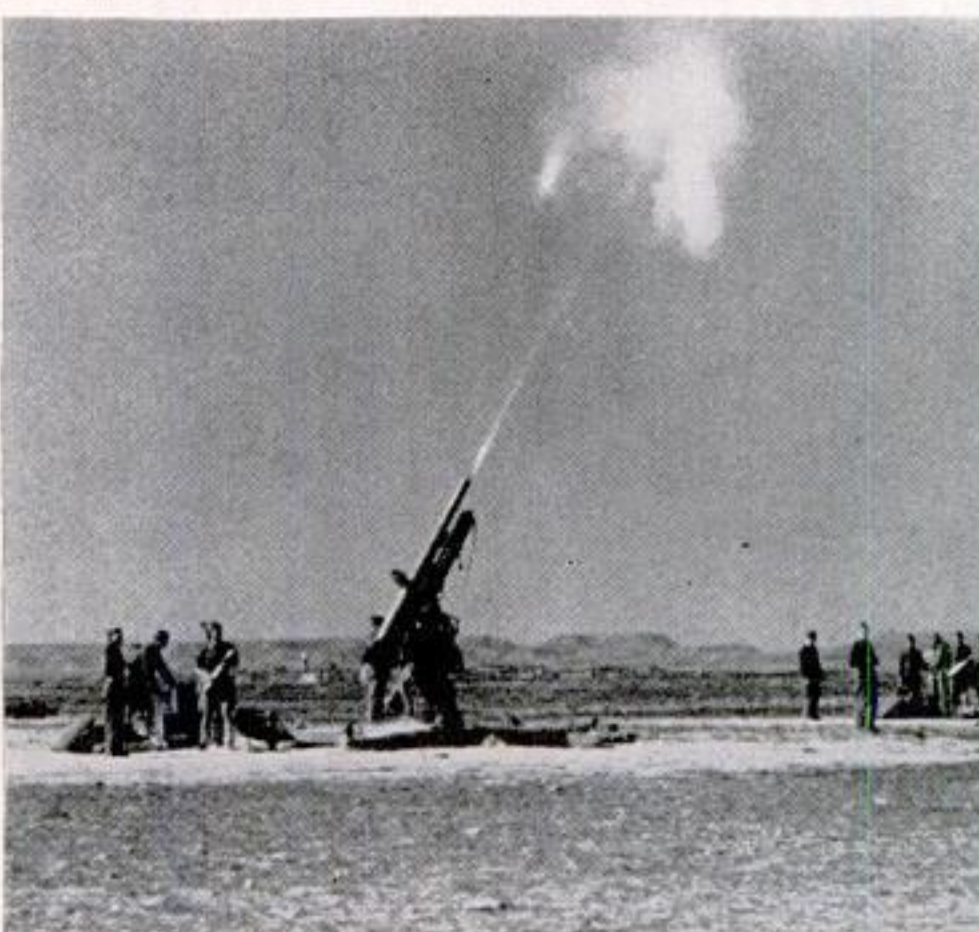
2 FLIGHT OF LOYALIST PURSUIT PLANES APPEAR



3 TROOPS SCATTER FOR SHELTER TO SIDES OF ROAD



4 THEY HUG EARTH TO AVOID PLANES' BULLETS



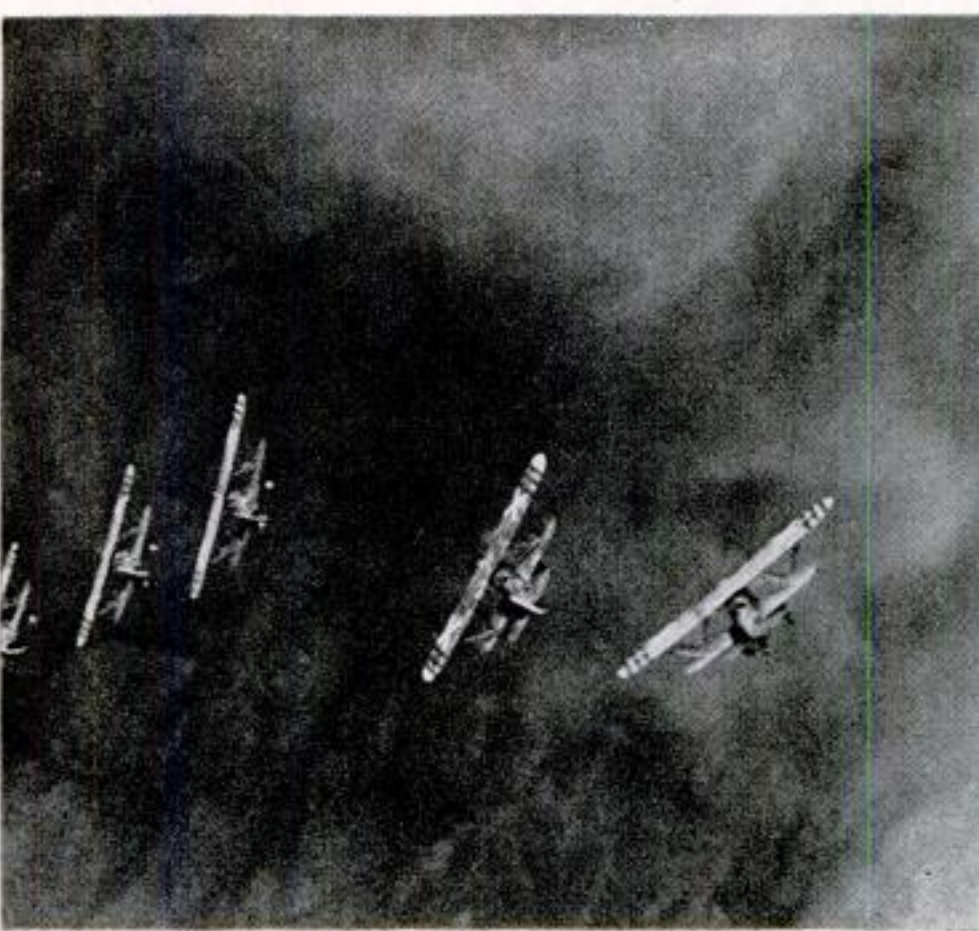
5 NEXT ANTI-AIRCRAFT GUNS OPEN FIRE AT PLANES



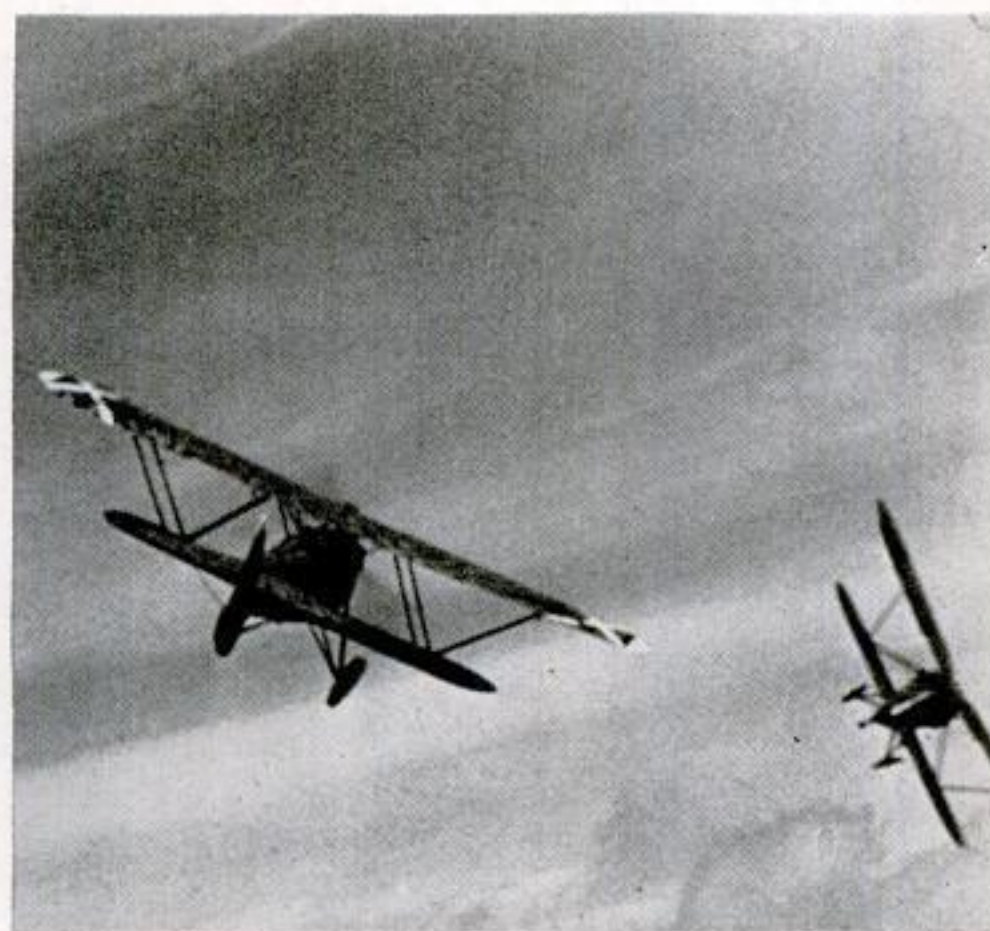
6 DUST STARTS TO RISE FROM CONCUSSION OF GUNS



7 ANTI-AIRCRAFT SHELLS DRIVE OFF ATTACKERS



8 ITALIAN PURSUIT PLANES START COUNTERATTACK



9 ITALIAN PLANE (LEFT), LOYALIST ONE (RIGHT)



10 BULLET IN GAS TANK BRINGS LOYALIST DOWN



11 PLANE FALLS WITH DEAD PILOT AT CONTROLS



12 IT CRASHES, BURNS ON BANK OF EBRO RIVER



# FRANKLIN D. ROOSEVELT JR. PLAYS THE DEVIL AS MOTHER MODELS CLOTHES



AS THE DEVIL IN UNIVERSITY OF VIRGINIA'S ANNUAL SHOW, FRANKLIN D. ROOSEVELT JR. DEMANDS THE SOULS OF HIS PROFESSORS

At the University of Virginia on April 14, Franklin D. Roosevelt Jr., 24-year-old son of the President, made his first big hit as a musical entertainer. His vehicle was the "Libel" show, presented each spring by the legal fraternity Phi Delta Phi. Dressed in flaming red tights, horned cap and cape, young Mr. Roosevelt played the part of a thoroughgoing devil.

Originally Franklin Jr. had been scheduled to im-

personate Franklin Sr. According to campus gossip a phone call from White House to Charlottesville altered that plan. He was thereupon spotted in the finale of Act I, where, as Mephisto, he sang a number entitled *Gone with the Gin*, ribbing Virginia's law faculty, explaining why they could never enter Heaven.

While Franklin was masquerading in his red tights, his mother was demonstrating a less flamboyant but equally spectacular costume in Washington. As

America's most peripatetic lady Mrs. Roosevelt needed a spring ensemble combining variety with economy of space. She found these qualifications in a "Pink Lady" crêpe print dress and patent zipper-coat combination. The coat (actually two coats articulated with zippers) is versatile as a chameleon. In ascending harmonies it enables Mrs. Roosevelt to pass easily and effortlessly from alfresco to indoor engagements, from early spring to deep summer.



MRS. ROOSEVELT STARTS WITH TOPCOAT



SHE ZIPS ON INNER SILK COAT



SHE ZIPS OFF OUTER WOOL COAT



SHE EMERGES IN PRINT DRESS TO MATCH



# Big, Beautiful—Easy to Buy!

## WORLD PREMIERE



### Look at the Extra Features De Soto's Low Price Includes!

1. **WIDE-RANGE SAFETY HEADLIGHTS**—Better road illumination. Safer . . . define full width of car.
2. **STREAMLINED LUGGAGE LOCKER**—No old-fashioned trunk bulge. 23 cubic feet of luggage space.
3. **BIGGER SAFETY-STEEL BODY**—Sofa-Wide Seats. Room for six big people.
4. **HANDY-SHIFT**—Mounted on steering post. No floor obstruction. More leg room. Easier, handier shifting.
5. **FULL-VIEW WINDSHIELD**—Higher, wider. Bigger, Constant-Speed Electric Windshield Wipers clean more than half the windshield area.
6. **NEW, NON-SLAM DOORS**—No banging or slamming. Close with finger-tip pressure. Stops rattles.

**H**OLLYWOOD FIRST NIGHT! It's an eye-treat for style-lovers, a peek at all that's new and smart. And new this year—and smart for many years to come—is De Soto's Streamline Styling . . . beauty with a purpose . . . design that does things, not just decorates.

And De Soto is engineered throughout by Chrysler Corporation . . . built to run better, cost less!

No doubt about it! De Soto is again the style leader. No other low-priced car offers you such beauty, size and dependability . . . plus real economy.

Take a tip from Hollywood. Get the car whose advanced styling will keep it modern . . . adding to resale value! See your De Soto dealer today. De Soto Division of Chrysler Corporation, Detroit, Mich.

**ABSOLUTELY THE MOST  
BEAUTIFUL LOW-PRICED  
CAR IN AMERICA**

# De Soto

TUNE IN MAJOR BOWES' AMATEUR HOUR,  
C. B. S. NETWORK, THURS., 8-9 P. M., E. S. T.



# Loretta Young says: "You 1939 Brides are Lucky"



Loretta Young, glamorous young silver screen star, whose newest picture, "The Story of Alexander Graham Bell," a Cosmopolitan production for Twentieth Century-Fox, has just been released, is shown here in the living room of her Bel Air home. She says:

"I don't enthuse very often, but I've seen

something really worth raving about, and I want every bride to know about it.

"It's this. A new pattern—1847 Rogers Bros.' 'First Love.' A gem of simplicity and richness.

"And when you see The Silver Theater set of 62 lovely pieces and learn its price... you brides will thank me for giving you the hint!"



Stop in to see the dealer in whose window you find the bride mannequin pictured above. She'll lead you straight to amazing news. News of The Silver Theater set of 62 gleaming pieces of 1847 Rogers Bros. Silverplate—for only \$59.75 instead of the usual out-of-open-stock price of \$74.25! Yes, a full service for eight, each piece plainly year-marked 1847, with a handsome chest, to boot! So look for the bride mannequin and see your 1847 Rogers Bros. dealer during Bride's Week (beginning April 28th)—a week of displays of jewelry, silver, and gifts especially appealing to brides.

Which—for you? There's Loretta Young's selection, "First Love" (shown at top)—its motif so high-raised, so richly detailed it brings for the first time to silverplate the craftsmanship of solid silver. Or "Lovelace," a pierced,

orange-blossom-wreathed beauty. But, then, all 1847 Rogers Bros. patterns are lovely. See them all, then learn how a set of 32 pieces may be had for only \$32.50—and on easy terms. International Silver Company, Meriden, Conn.

• TUNE IN EVERY SUNDAY—Leading dramatic stars in "THE SILVER THEATER." 6 P.M., E.D.S.T.; 5 P.M., E.S.T. or C.D.S.T.; 4 P.M., C.S.T.; 3 P.M., M.S.T.; 2 P.M., P.S.T. Coast-to-coast Columbia Network.



## SPORTS



OFF FRANCE'S LOW-LYING CAP D'ANTIBES, WITH THE BEAUTIFUL MARITIME ALPS IN BACKGROUND, A WATER-SKIER SPLASHES AND SWAYS AT THE END OF A 40-FT. TOW ROPE

## WATER-SKIERS DO ACROBATICS OVER THE WAVES OF THE MEDITERRANEAN



**Over a jump** goes French champion, Jo le Bihan. In August at Juan les Pins there is a water-skiing championship.

A few years ago when the Mediterranean was still a peaceful playground instead of a war-clouded symbol of empire, a new sport suddenly appeared on the Riviera. Introduced by a young Swede named Emile Petersen, water-skiing gave Riviera vacationists a new thrill, was immediately acclaimed as harder, more dangerous than aquaplaning or surfboarding.

Today on the Mediterranean water-skiing has become a serious sport. No longer is it merely a matter of splashing at end of a tow rope. Experts now have learned to use the turns and techniques of real skiing. At 50 m.p.h., they can do a Christiana turn left or right, as in a *slalom* race. For them it is great fun to ride up a 20-ft. wooden incline, shoot 30 or 40 ft. off into space. Over the churning wake left by a speedboat they do acrobatic stunts and strange dance steps. Some can even ride on one ski, swing the free leg gaily back and forth.

This summer Americans, too, may well become acquainted with the thrills of water-skiing. Into New York's smart sporting-goods stores have come huge stocks of waterproof skis. Made of durable hardwood, most of them are 7 ft. long, 8 in. wide, sell for \$25 a pair. With them attached to their feet, U. S. vacationists may soon become as expert as the French water-skiing champions shown here.



**Landing,** Jo le Bihan almost loses his balance. He must level out his skis quickly, hit with them flat on the water.

CONTINUED ON NEXT PAGE



## Water-Skiing (continued)



At Cap d'Antibes, press agents use a pretty girl in a bathing suit to advertise their resort. Because most girls haven't enough strength, they are not good at water-skiing. The girl below, however, has learned to shake off a ski, plane along on the one remaining.



No other wardrobe offers the odorizing feature of the exclusive and patented ODORA RETAINER.

*Summer Storage*  
FOR YOUR WINTER THINGS

# ODORA

**CAMEO DROP-DOOR WARDROBE**

*So low-priced...every home can afford one!*

**\$2.98**

*Slightly higher in the West and South.*

Beautifully styled in linen-finish to harmonize with any room. Can be placed anywhere from bedroom to cellar. Conveniently holds 12 to 15 garments. Also shoes, blankets etc. on bottom. Odora retainer emits a penetrating fragrance. Strong fibreboard reinforced with brown wood frames. A real space-saver. No doors to swing out. Simple to set up... folds flat when not in use.

On Sale at DEPARTMENT STORES  
Drug and Home Furnishing Stores, Or Write:

ODORA CO., Inc. - Dept. L, 738 Water St., New York, N. Y., U. S. A.



# Today's Performance-Leader!

## *First in Acceleration · First in Hill-Climbing*

### *... and First in Sales too!*

Lucky the man, or the lady, who owns a new 1939 Chevrolet!

They are driving today's performance-leader—the *liveliest of all low-priced cars*—with a mighty supply of quick, eager, reserve power packed into its famous valve-in-head engine.

When traffic has started moving, and every driver steps on the accelerator with the thought of "going places," *it's the Chevrolet driver who safely takes the lead!*

And when the scene changes to open country, and high hills loom ahead, *it's the Chevrolet driver again who goes over the top with the greatest of ease!*

First in acceleration! First in hill-climbing! First in all-round efficiency with economy! That's the story of this fleet, safe motor car, and, incidentally, *that is why it is first in sales among all cars in the nation!*

Drive the winner! Place your order now for a new Chevrolet!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN  
General Motors Instalment Plan—convenient, economical monthly payments

## *It's the LIVELIEST of all low-priced cars!*

**No other car combines all  
these famous features:**

**EXCLUSIVE VACUUM GEARSHIFT**

**NEW AERO-STREAM STYLING, NEW BODIES  
BY FISHER**

**NEW LONGER RIDING-BASE**

**85-HORSEPOWER VALVE-IN-HEAD SIX**

**PERFECTED HYDRAULIC BRAKES**

**NEW "OBSERVATION CAR" VISIBILITY**

**PERFECTED KNEE-ACTION RIDING SYSTEM  
with Improved Shockproof Steering  
(Available on Master De Luxe models only)**

**TIPTOE-MATIC CLUTCH**

A GENERAL MOTORS VALUE

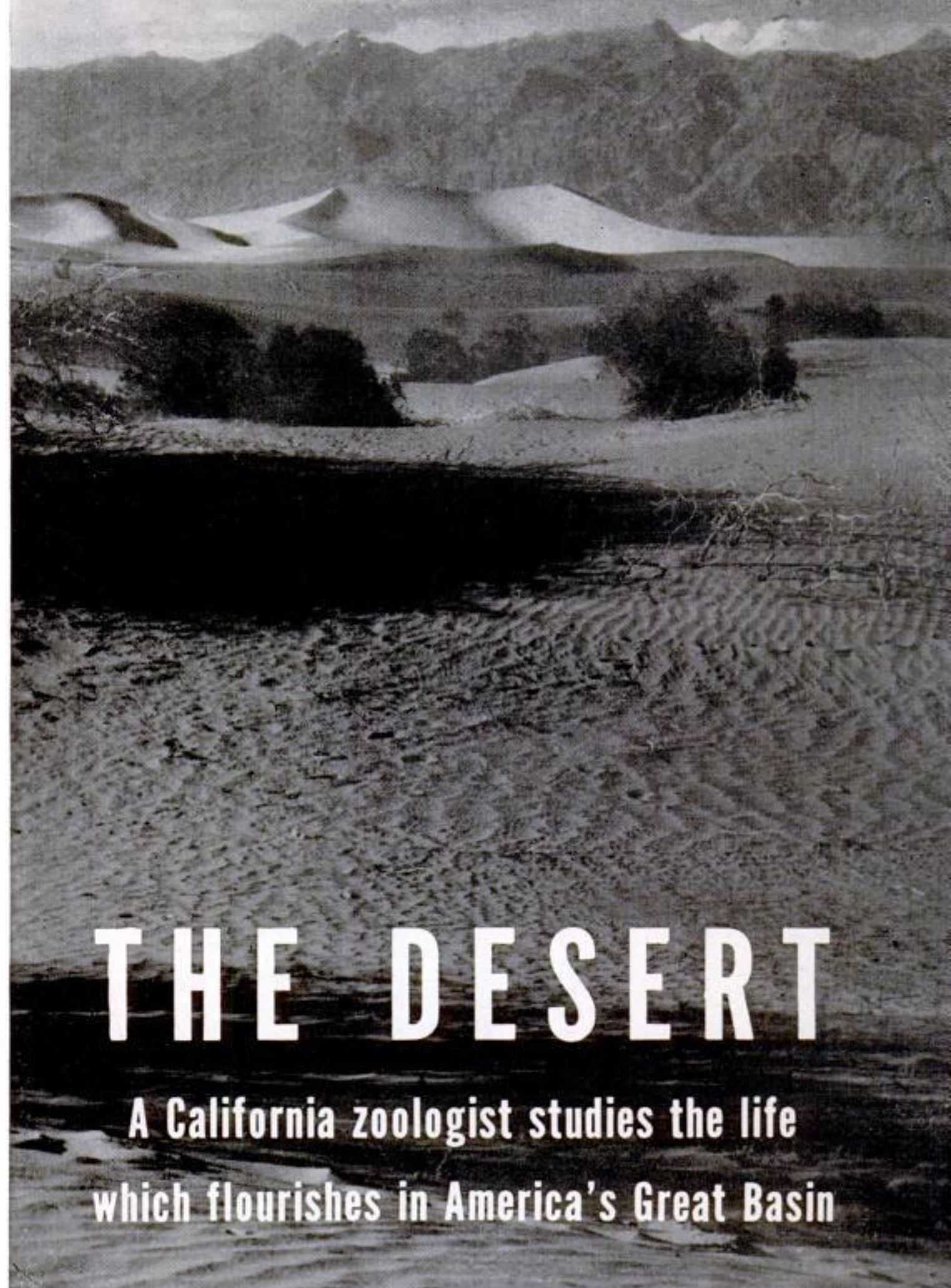


# CHEVROLET

**The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"**



## NATURAL HISTORY



## THE DESERT

A California zoologist studies the life  
which flourishes in America's Great Basin

THE FUNERAL MOUNTAINS STAND ON THE BORDER OF DEATH VALLEY, AMERICA'S MOST

Almost all deserts exist because they lie in the "rain shadows" of mountains. Along the border of a desert stands a range of mountains. Over the mountains blow moist winds. But before the wind reaches the desert, high mountains wring out almost all its moisture. Lying on the leeward side of the mountains in what geographers call a "rain shadow," the desert gets virtually no water.

Dry as they are, deserts are by no means lifeless. In his new book, *Deserts* (Whittlesey House, \$3.50), Dr. Gayle Pickwell, Professor of Zoology at California's San Jose State College, describes the strange desert life of the lower half of the Great Basin which lies in a barren triangle formed by parts of California, Nevada and Utah.

The prime problem of the desert is water. About 3 in. of rain falls annually in these Great Basin wastes. After the spring rains, the desert blooms beautifully but briefly. Trees put out leaves, store water. Insects eat plants. Animals eat insects. Thus desert life drinks. It is niggardly with water, using little and wasting none.

The scorpion carries his sting in his tail, flicks it forward over his head to strike—as the one shown below is doing. Though painful, a scorpion's sting is seldom fatal to man.



"Even a flyweight can  
have a heavyweight  
breath! Score a knock-  
out on yours with  
PEP-O-MINT LIFE SAVERS!



"There is some-  
thing new under  
the sun—and I  
don't mean me!  
It's the new  
BUTTER-RUM  
LIFE SAVERS—  
try them!"



"When I want a different  
flavor, I go for  
BUTTER-RUM LIFE SAVERS.  
They're SO refreshing!  
So GOOD! So butter-  
rummy!"



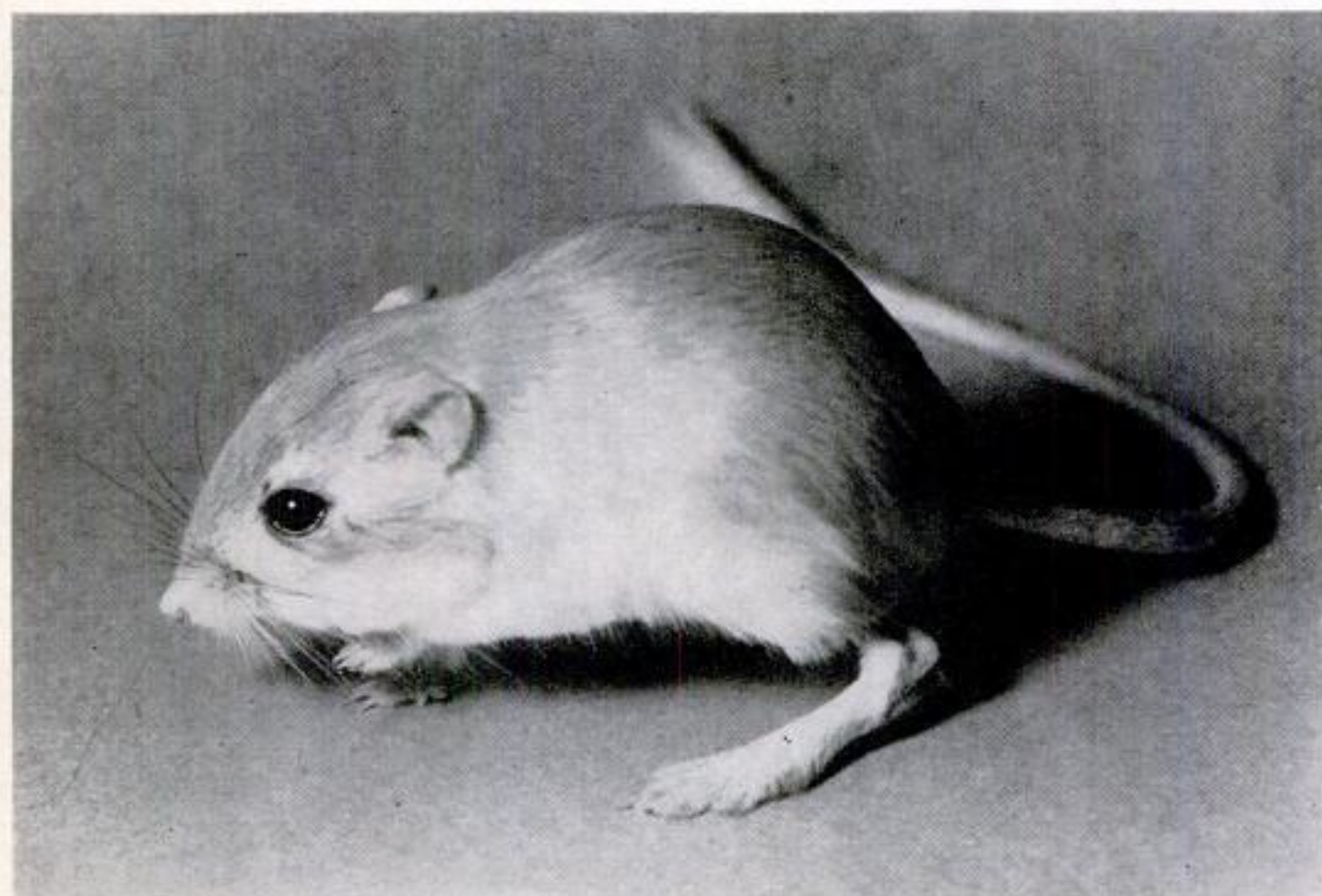
"Everybody's breath  
offends sometimes  
after eating, drink-  
ing, or smoking. Let  
LIFE SAVERS save  
yours!"

13 delicious mint and fruit flavors. Sold everywhere, 5¢



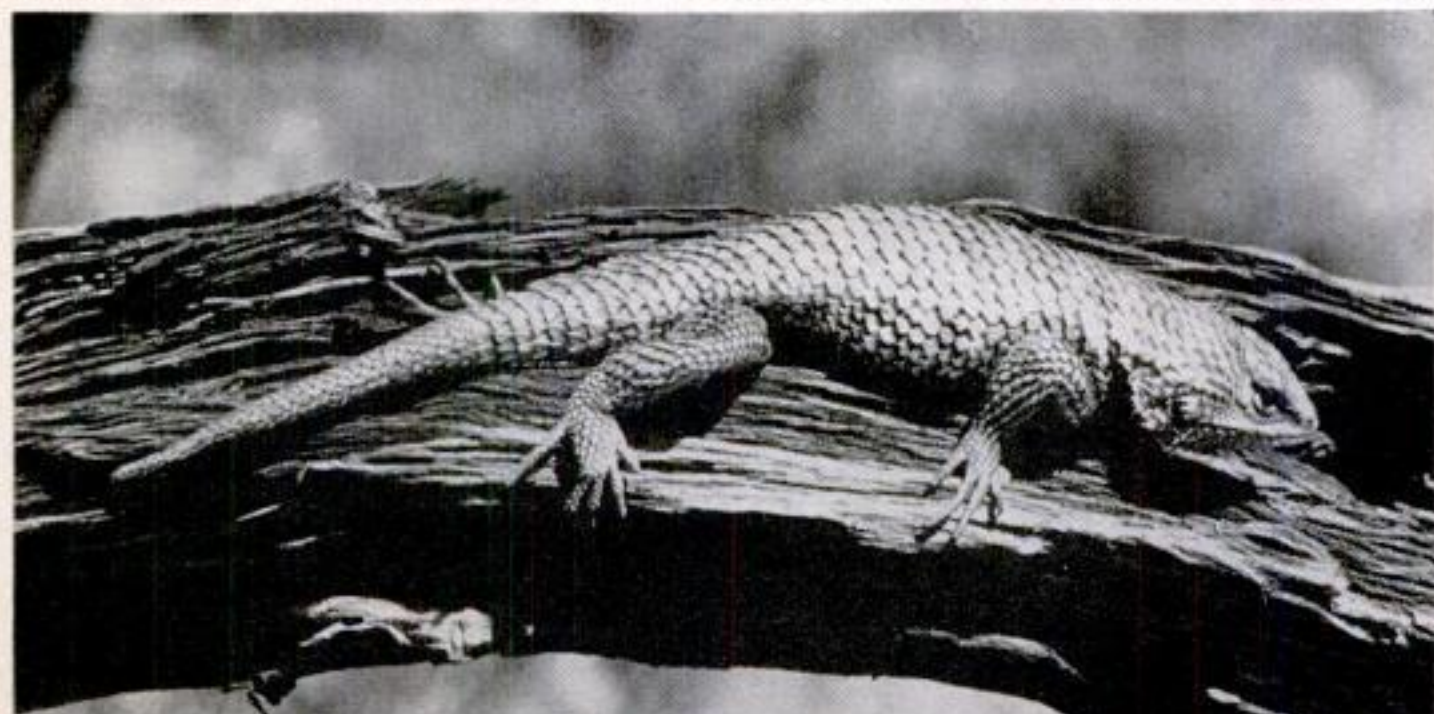


ARID DESERT. ON ITS DRY DUNES LIVE BARE MESQUITE, DESERT HOLLY, JOSHUA TREES



Big desert kangaroo rat gets his name from his long hind legs, hops across the sands. A night lover, he startles motorists by leaping across roads through headlight beams.

The desert scaly lizard, hiding on a limb of ironwood, is a reptile approximately 6 in. long which climbs trees, bushes and cacti. Its scaly armor protects it against cactus thorns.



CONTINUED ON NEXT PAGE

*A few well chosen words*  
**"LIGHT"  
 IS RIGHT**

Schenley's Red Label has just  
 the right lightness—yet is  
 full 90 proof

"Fellow-members of the  
 Good Taste Club...congrat-  
 ulate Schenley's Red Label!  
 It's sold America the idea  
 that 'Light' is right. Dry, deli-  
 cate in flavor, richly smooth  
 — Schenley's Red Label  
 deserves every member's  
 favor. Try it tonight and you'll  
 agree . . . 'Light' is right!"

For a light whiskey—with an even  
 richer flavor—ask for Schenley's  
 BLACK LABEL Blended Whis-  
 key . . . 90 proof . . . 65 per  
 cent grain neutral spirits.



**SCHENLEY'S**  
*Light*  
**RED LABEL**

GRAIN NEUTRAL SPIRITS—BLENDED WHISKEY—COPR. 1939, SCHENLEY DISTILLERS CORP., N. Y. C.



# You'll like my Brand and I "dude" mean You!

Here's a straight  
Steer on that  
O.G. branding iron  
Betty Petty is toting.  
It's reserved exclusively  
For thorobred

**Double-Mellow**

Old Gold . . .

The cigarette that

Wins its spurs

With finer

Smoother tobaccos,

Aged extra long

For added flavor.

And O.G.s are

Doubly protected

From hot weather

Dryness and

Wet weather

Dampness . . .

Double wrapped to

Keep extra fresh

Their extra goodness.

So if you want

To corral the

Extra delights

Of a truly

Fresh cigarette

Say "O.G." . . .

The brand that

Holds its friends

For life!



## ATTENTION! YOU PETTY FANS!

Send 10¢ and 2 Old Gold wrappers for a beautiful 4-color reproduction of this picture of "Betty Petty," without advertising, suitable for framing. Address: OLD GOLD, 119 West 40th St., New York City.

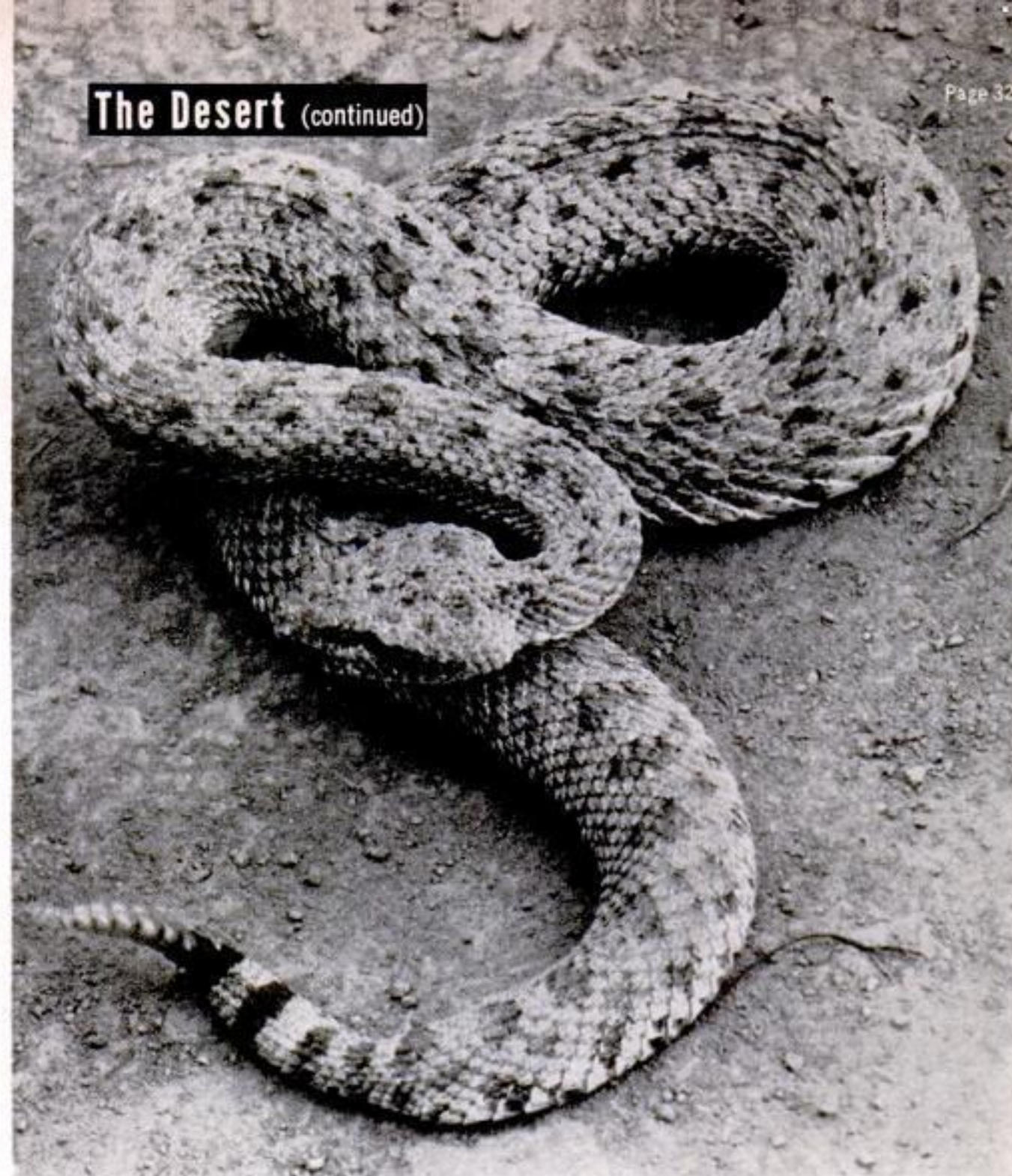
For Finer, *FRESHER* Flavor, Smoke Double-Mellow Old Golds

**TUNE IN** on Old Gold's "Melody and Madness" with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra, every Sunday night, Columbia Network, Coast-to-Coast.

Copyright, 1939, by P. Lorillard Co.

## The Desert (continued)

Page 32



The sidewinder rattlesnake, which is a comparatively timid nocturnal reptile, travels through loose sand by looping itself sideways, then unwinding—hence its name.



The chuckwalla, when threatened, wedges itself between stones and inflates itself (*top*) so greatly that it cannot be pried out. Deflated, it is much smaller (*bottom*).

The centipede, which has considerably fewer than 100 legs, never stings humans unless provoked but it attacks insects bigger than itself, can even kill tarantulas.



Copyrighted material



*Years  
ahead!*

# HOOVER

CLEANING ENSEMBLE

Reg. U. S. Pat. Off.

*Keeps colors fresh*



Room by James & Landor, Interior Decorators, New York. Wall, Williamsburg Blue. Curtains, yellow damask, brighter than the striped sofa fabric. Chairs, turquoise and yellow chintz; pale turquoise leather. Figured rug.

Color-Clean home furnishings with Hoover Cleaning Tools. They attach instantly.

*Dirt and color can't exist in the same room. When dirt burrows in, color goes down with it. The crispest color scheme you can contrive is defeated—by a dirt-mask!*

Take the dirt mask off your rugs and room fabrics with the new beauty treatment for homes—Hoover Color-Cleaning. It keeps colors fresh! The method is exclusive—like that of no other cleaner. A Color-Restorer (patented Agitator) flutters hidden dirt from carpets, brings out hidden color. Light, deep-working Cleaning Tools take the dirt mask from other furnishings. As unseen dirt comes out, colors come back to original beauty.

Free Color-Cleaning of one rug and a piece of furniture. Phone your local Hoover dealer for this test, by his bonded representative. See how Hoover Cleaners handle dog hairs, moth danger. Try any of the three Hoovers—One Fifty Cleaning Ensemble, Ensemble in Brown, new Hoover "305." 5,000,000 people have owned Hoovers—you can, for as low as \$1.00 a week, payable monthly. THE HOOVER COMPANY. Factories: North Canton, O.; Hamilton, Ont.



New Ensemble in Brown with Cleaning Tools in handy kit, \$1.25 a week, payable monthly.





*"Oh, Doctor, I bet you tell that to all the Girls!"*

"NOTHING OF THE KIND, Elsie," the veterinarian answered briskly. "A lot of cows think I'm a fussy old crank. But I promise you I'm going to stay that way—just as long as I'm on this job of keeping you healthy. That's one way we make sure that Borden's Ice Cream is always pure and delicious."

"Ice cream? What have you and I got to do with that?" asked the puzzled Elsie, pointing a neatly turned horn at the tempting plateful.

*"M-M-M—BORDEN'S ICE CREAM!"*



"Nearly everything, my dear," he explained patiently. "If any food—like ice cream—is made from milk or cream, naturally better milk or cream will help make it a better food. My brother experts and I are solely interested in making sure that every drop of Borden's Milk always is better milk."

"We call this work of ours *Quality Control*. And another thing it does is to help folks do magic with your milk."

"Magic?" said Elsie, uneasily.

"Oh, it's only after you've given your milk to Borden's," he reassured her: "—and after it has been made into Borden's Eagle Brand Sweetened Condensed Milk."

*"BORDEN'S EAGLE BRAND IS MAGIC!"*



That helps people make lovely cookies, candies, and cakes in almost no time. Then there's always soup . . ."

"I'd rather not talk about soup," said Elsie, sadly. "My poor brother—"



"I mean cream soups," he hastened, "and mashed potatoes and tea and coffee. My, but they all get a fine fresh, natural flavor when Borden's Evaporated Milk

has been added! And of course Borden's Evaporated is good because your milk is so good in the first place."

"Borden's Evaporated? Did I do that, too?" wondered Elsie.

"Yes," he said, "and our Quality Control was right in there helping."

"Thank you," said Elsie, gratefully.



"Thank you," he replied. "And thank you for doing your part toward making Borden's Malted Milk—which is so good, refreshing, and satisfying that Hollywood stars pick it as the mainstay of light luncheons that do right by trim figures. And that's not all . . ."

"Goodness," exclaimed Elsie, "what else have I done?"



"You furnished the milk that went into making Borden's Chateau and all the other delightful members of Borden's Family of Fine Cheeses. And, between us, they're the finest things that ever landed on a cracker!"

"That's nice—very nice," hesitated Elsie. "B-but— isn't anybody drinking my milk any more?"



"More folks than ever," chuckled the veterinarian. "I'm just explaining how our Quality Control extends its benefits way past Borden's Milk, to assure the wholesomeness and fine flavor of all the grand things Borden makes from milk. It's the reason that folks know, when they're buying any dairy product—if it's Borden's it's got to be good!"

More than 27,500 Borden employees work in behalf of 47,000 owner-stockholders, to provide the best of dairy products, to guard the goodness of all Borden foods, and to bring them to your home.





## MOVIE OF THE WEEK:

*Union Pacific*

Cecil B. DeMille rebuilds a pioneer railroad



ACROSS THE FOOTHILLS OF WYOMING, THE IRISH TRACKLAYERS OF CECIL B. DE MILLE'S NEW EPIC PUSH THE FIRST RAILS TO SPAN THE CONTINENT

No chapter in frontier lore is more heroic than the building of the first transcontinental railroad. Its completion meant the end of the wilderness, the defeat of the Indian, the final conquest of the continent. That it became a race between two rival lines—the Central Pacific pushing east from California, the Union Pacific pushing west from Omaha—made it all the more dramatic. A thousand stories have been written about the Irish crews that laid the track, about the Indians who raided the camps, about the robbers who held up the trains and about that great day in Utah (1869) when a gold spike pinned the last rail that spanned the continent.

It was inevitable that the movies, in their current spring rummage

through U. S. folklore, should stumble on this locomotor gold mine. Already, in the first quarter of 1939, they have bombarded the public with such epics of the railroad-and-Indian era as *Jesse James*, *Stagecoach*, *Oklahoma Kid*, *Let Freedom Ring* and *Dodge City* (LIFE, Jan. 30, Feb. 27, April 17). Now, in Paramount's *Union Pacific*, Cecil B. DeMille draws again on the old Western love plot, the stock Indian attack, the sure-fire race across the burning bridge. The unique contribution of this veteran director of 65 motion pictures is the vast scale on which he reproduces, with microscopic accuracy, the rolling stock, the camps, the faces, clothes, shovels, rifles, whisky bottles and playing cards of a day when the U. S. empire was still in the making.

**DE MILLE**

This is Hollywood's version of the golden spike ceremony, May 10, 1869, when the Central (left) and Union Pacific (right) met.

**HISTORY**

This is the real ceremony at Promontory, Utah. No flags, and the men on the cowcatchers extended liquor instead of hands.

CONTINUED ON NEXT PAGE



## Union Pacific (continued)



The U. S. Senate debates subsidizing the transcontinental railroad in 1864. The New England Senator (arm raised) objects. The California Senator (right) pleads, and wins.



Holdup of the pay train nets cinema robbers a cool \$200,000. For Union Pacific, DeMille acquired more rolling stock than anybody outside of a railroad had ever owned.



The Indian attack on the U.P. construction train annihilates all but three survivors. The wood-burning locomotive explodes when DeMille's Indians topple a water tank on it.

## HISTORY'S U. P.



A strip of original U. P. track in Wyoming is shown in this old picture. The ties were cottonwood. Rails were iron. Under good conditions, six or seven miles were laid a day.



The Devil's Gate Bridge, near Unitah, Utah, was one of the wonders of the U. P. line. It was made of wood, braced with iron rods. The construction crew is here finishing it.



The hazards of railroading are depicted in this old print of U. P. trackmen fighting off Indians. The Indians were hostile because crews slaughtered bison, their chief food.



MAY, 1939

# LISTEN

THE SYMBOL OF



THE RADIO AGE

*A 4-Page Advertisement of the Radio Corporation of America*

**No. 22**



NATIONAL BROADCASTING COMPANY, INC., NETWORK FACILITIES AS OF APRIL 17, 1939

———— Red Network    - - - - - Blue Network    ..... Supplementary Groups

WEAF and WJZ New York • WRC and WMAL Washington • Westinghouse stations WBZ and WBZA Boston and Springfield, KYW Philadelphia, KDKA Pittsburgh • General Electric station WGY Schenectady WTAM Cleveland • WENR and WMAQ Chicago • KOA Denver • KPO and KGO San Francisco

## INSURING GOOD RADIO FOR ALL

In the United States there are about forty-one million radio sets in use, many of them products of RCA Victor. All who have access to these are able to enjoy entertainment of higher quality, more variety and greater quantity than the richest of men, or the most autocratic of rulers, could command.

Radio is able to provide so richly for its listeners because of the American system of network broadcasting. Obviously many stations combining their efforts can afford talent that would be impossible for any single station. But the nation-wide excellence of NBC programs depends also on the man-power and equipment of its two groups of stations. These are the 15 that are the basis of the NBC networks (shown in large letters on map above), and the 157 independent affiliated stations of the Red and Blue Networks. Vital in the activities of their local communities are the managers and staffs of these stations. They contribute

mightily to the enjoyment and welfare of millions. All network stations perform a dual function. They carry network programs, but in addition they serve their local communities in many and notable ways.

The swift progress of radio has been due in large part to the work of RCA Laboratories. Station owners have shown their willingness to be of service by quickly adopting improvements. For unless the station from which you hear a program is operated in keeping with modern practice, it matters little how well the show is put on at the point of origin. With the development of their technical facilities, many NBC stations have become more than fine examples of engineering. Beauty of design has become increasingly in evidence. In the following two pages you will see something of the activities of some key NBC stations. These scenes are typical of what goes on in the 172 stations through which the two NBC networks serve the listeners of the United States.

# RADIO'S SERVICE TO THE UNITED STATES





**The day begins**—Famous as the signal for fine radio is sound of the NBC chimes. Electrically operated chimes are now most often used.



**Food facts hot off the griddle**—NBC insists on facts. Case in point is information about cooking and other women's interests. Photo shows announcer giving "play-by-play" account of recipe which the home economics expert is preparing in the kitchen studio.



**"There he goes"**—The interests of baseball fans are widely served by broadcasting of local games and in reports of the World Series. What can be mentioned is also ably reported by the skilled announcer.

## TYPICAL ACTIVITIES IN THE

Providing radio service for the American public is an intricate business. Every division of the Radio Corporation of America performs multiple roles in carrying out this work. RCA Laboratories are constantly engaged in fundamental research in electronics. From such studies have come hundreds of the ideas used in every branch of radio. RCA Victor not only builds radio sets and phonographs, but also designs and makes equipment used in broadcasting stations and in every other phase of radio.

In a similar manner, NBC stations carry on services which are dual in their scope. Each NBC station is first an important member of its local community. Every day sees each of these stations engaged in promoting the welfare of its neighborhood. In addition, NBC stations are the means through which the network programs gain the nationwide audiences which make such fine entertainment possible.

But the leading NBC stations are far more in the network picture than mere outlets for programs. Each of them is a point of origin from which various network material starts. Without them there could be no complete national service. For example, WRC and WMAL in Washington are stations from which originate an immense amount of news and special programs, which are of great importance to the nation.

Similarly, program material is picked up from Boston, Springfield, Schenectady, Philadelphia, New York, Pittsburgh, Cleveland, Chicago, Denver and San Francisco. The stations in these cities were pioneers in their neighborhoods. Together with the 157 independent affiliated stations they offer the greatest broadcasting service in the world.

The American system of network broadcasting makes it possible for millions to enjoy without charge, the greatest show on earth—the programs of the National Broadcasting Company.



**Busy staffs** with aid of ticker services see to it that NBC listeners get the vital local and national news quickly.



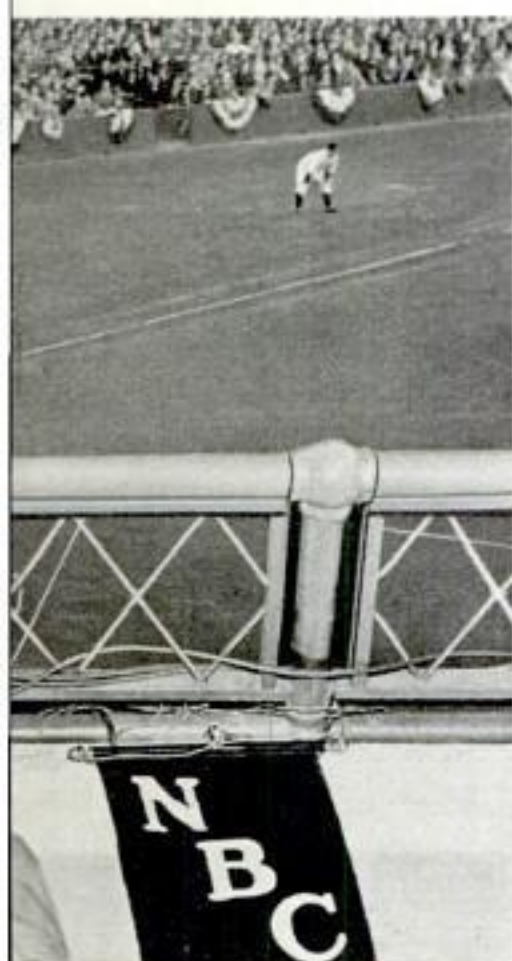
**First aid for speakers**—NBC stations present speakers of interest locally, and those who use networks for talks on nationally important subjects. Comfortable speakers' studio shown above puts at their ease those addressing the radio audience. Announcer is at left, speaker at right.

**High, high up she rises**—Radio antennae are of various styles and construction. Many such transmission masts—known to engineers as "radiators"—rise to dizzy heights. Photo shows bold riggers climbing the world's tallest radio tower. This 718-foot radiator is located not far from Pittsburgh.



**RCA** An Advertisement of **RADIO CORPORATION OF AMERICA**  
**Radio City, New York**  
National Broadcasting Co., Inc. RCA Institutes, Inc.  
Radiomarine Corporation of America  
R.C.A. Communications, Inc. RCA Mfg. Co., Inc.





by NBC stations, both in the  
rtually every other sport that  
ers of various NBC stations.



**Ex-President Benes** of Czecho-Slovakia joins the roster of distinguished  
men who discuss international problems on University of Chicago  
Round Table—famous NBC program. Actually, this "round" table  
is not round, but provides for a triangular seating of the speakers.



**Children**—All NBC stations devote time to the interest of youngsters.  
Shown here is Irene Wicker, children's favorite, and some youthful  
actors. Background is mural portrait of Dr. Walter Damrosch, whose  
NBC Music Appreciation Hour is heard by more than six million pupils.

## LIFE OF AN NBC STATION



**Serial shows** are favorites. Above is scene from NBC's  
new public-spirited serial, "Mr. District Attorney."



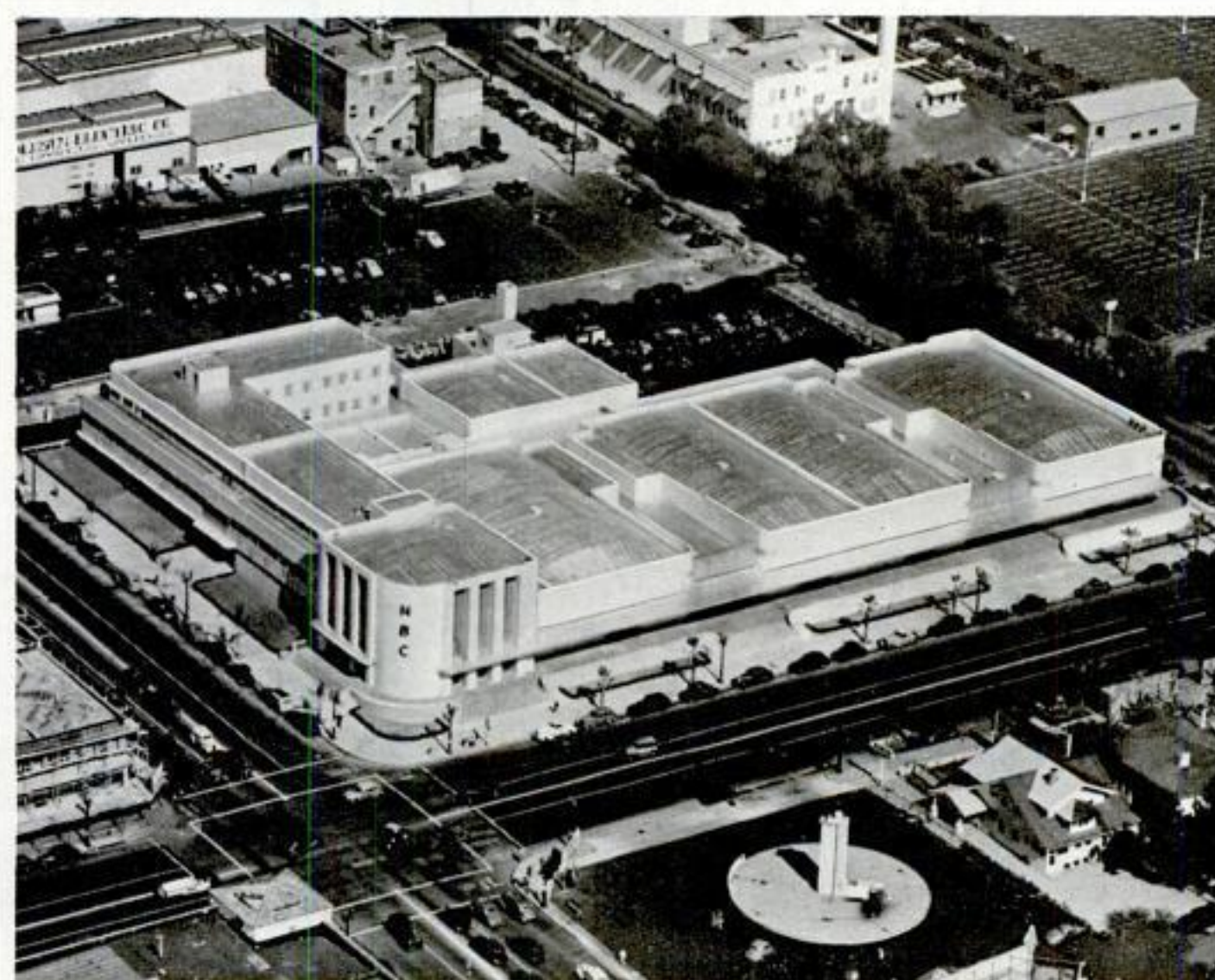
**Special events** are covered for the networks. Photo shows Max  
Jordan, NBC Continental European representative, watching  
Vatican for word of election of the new Pope. The Papal coro-  
nation was the first such ceremony to be broadcast to the world.



**Soaring over Treasure Island** NBC announcer  
speaking from airplane gave listening audi-  
ence on the NBC networks a graphic de-  
scription of the San Francisco World's Fair.



**Variety**—Prime favorites among radio listeners are the brilliant variety shows which can  
be heard any evening on NBC networks. These bring gaiety and humor to millions of  
homes. Photo shows a famous program of this type going on in Radio City's big studio 8-H.



**Hollywood!** This airplane picture presents view of spectacular new NBC studio  
building at Hollywood. From this point the networks receive many of the  
most popular radio shows. Widely praised by architects and performers, this  
building is fully in keeping with the NBC tradition of fine radio service.



# RCA Victor

## offers you brilliant, new ideas for home entertainment



See these low-priced RCA Victor Radios and RCA Victrolas created by the same organization which designs and operates great NBC broadcasting stations

**Y**OU HAVE SEEN on the preceding pages something of the engineering skill back of National Broadcasting Company stations. Only RCA Victor radios give you the benefit of this unmatched skill. You pay nothing extra for this assurance of extra values.

Constant research in RCA Laboratories leads to continuous new developments. RCA Victor passes these developments on to you at once. Shown on this page are instruments which put at your service the latest ideas in fine radio reception and superb cabinet design. Because public demand allows large production of RCA Victor radios these new models are offered at sensationally low prices.

Read the descriptions with the pictures. See how each set serves some special purpose. Then see these and other new models at your RCA Victor dealer's store.

You will quickly discover how definitely RCA engineering puts more into every set . . . gives you something extra for your money . . . assures you superb performance, greater convenience, unmatched values.

Trade-marks RCA Victor, Victrola, Victor, Bluebird, Little Nipper, Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc.

Any radio instrument is better with an RCA Victor master antenna. All prices f.o.b. Camden, N. J., subject to change without notice. You can buy RCA Victor Radios on C.I.T. easy payment plan. For finer radio performance—RCA Victor Tubes.

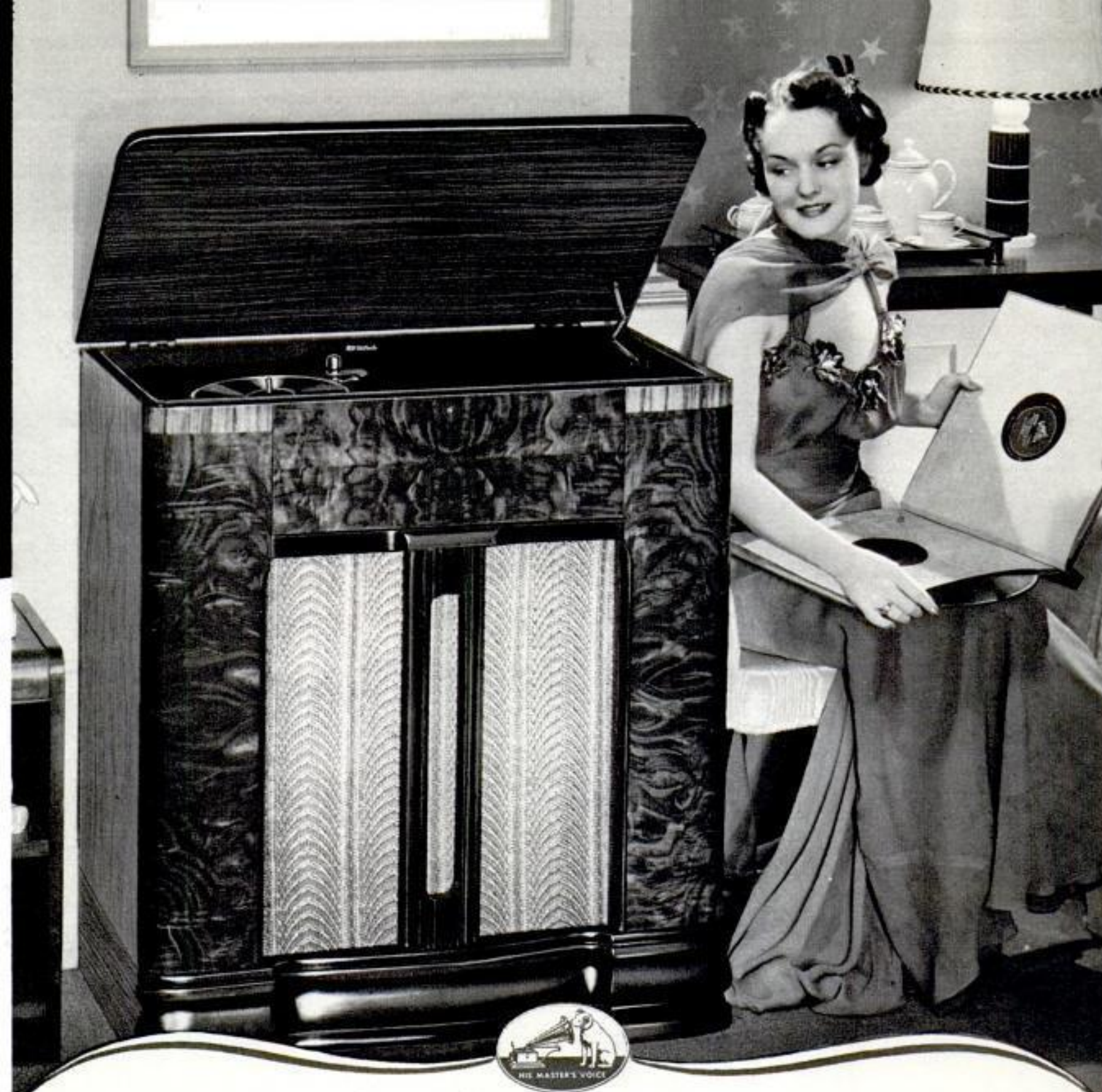
### All the music of the World at your Command

PLAY VICTOR AND BLUEBIRD  
RECORDS THRU YOUR RADIO

Get \$24.45 value, in Victor or Bluebird Records  
and RCA Victor Record Player, for \$14.95!

Save \$9.50...Get \$14.95 (list price) RCA Victor Record Player . . . \$7.50 in any Victor or Bluebird Records you

choose . . . \$2.00 subscription to Victor Record Review... Victor Record Society membership . . . for \$14.95. RCA Victor Record Player can be connected to any modern AC set at little or no expense; plays Victor or Bluebird Records with full tone of set. Plugs into Little Nipper set shown at right. A \$24.45 value for \$14.95 only . . . . .



Here is a completely automatic *RCA Victrola* at \$70 less than comparable sets of last year and you get a \$17.50 bonus in records with it. Changes records automatically . . . tunes radio electrically

This RCA Victrola, Model U-123, is the sensation of the season among phonograph-radios. With it you can enjoy ALL music at your ease. Although priced \$70 lower than comparable instruments of last year, you are given with this model a bonus of Victor or Bluebird Records of your own choice to the value of \$17.50.

You also receive membership in the Victor Record Society, and a 12 months' subscription to the Victor Record Review, value \$2. See this superb instrument now. Your RCA Victor dealer, besides the special bonus, will make you a liberal allowance on your old set. Price with \$129.95\* record bonus . . . . .

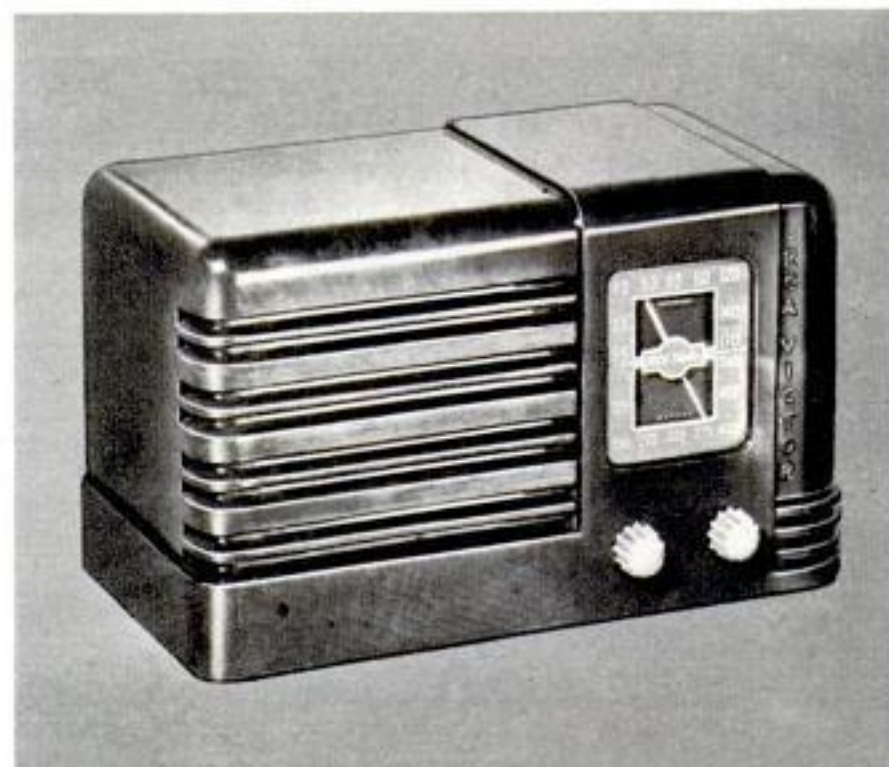
### With This Portable RCA Victrola You Take Your Favorite Artists Wherever You Please—IN THESE DAYS NO PARTY IS COMPLETE WITHOUT PHONOGRAPH MUSIC

This RCA Victrola Model O-12 (phonograph only) gives you the music you want when you want it. It is perfect for vacation trips, picnics, camps—any place you want music, but have no electricity. Has crystal pick-up for clear, faithful reproduction. With this Victrola and Victor and Bluebird Records you will be doubly welcome anywhere. The price is only \$12.50\*



### Now RCA Victor Little Nipper with Victrola Plug-in—USE IT FOR RADIO—OR WITH RECORD PLAYER

The RCA Victor Little Nipper radios have already scored a big hit by their crisp, brilliant reception, their modern, smart, colorful cabinets, and their extraordinarily low prices. Now, to the other features of the famous Little Nippers has been added a Victrola Plug-in. By simply plugging in an RCA Victor Record Player (described at left) you can use this Little Nipper Model 9TX31 as an electric phonograph whenever you please. It, of course, continues to be a fine radio. Has full Fire Underwriters' approval. Price of this model \$9.95\* in tan walnut finish plastic cabinet, only



# RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA



## MODERN LIVING



## FISHERMEN GRUMBLE AT NEW FASHION WHICH DEPLETES THEIR NET SUPPLY

All the little minnows which were not caught for bait this spring may well give thanks to the women of the U. S. who have adopted fishnet turbans, scarfs, belts and skirts as items in their sports outfits. The use of fishnet as wearing apparel is not new. The Duchess of Kent has been wearing turbans of fishnet since 1936. Fishnet skirts have been making sporadic appearances at Southern winter resorts for several years. Mrs. John Worthington, imaginative socialite wife of a Cape Cod fish packer, has been promoting fishnet fashions since 1935. But not until the winter of 1938-39 did fishnet really catch on as a fashion. On cruises and at Southern resorts this winter, women swathed their heads in fishnet. When they returned to town they continued to wear fishnet turbans by day and fishnet snoods, lacquered and colored, by night.

Of the many nets used by fishermen, only minnow, sardine and mackerel appear in the fashion picture. Of these, minnow is the most popular. Since sportswear manufacturers have bought all the available supply, fishnet manufacturers have been caught short, fishermen are grumbling.



MACKEREL NET FOR A TOWN TURBAN



HAND-KNOTTED NET FOR A SNOOD



MACKEREL NET FOR A SKIRT AT LEFT; MINNOW NET FOR TURBAN ABOVE



# THE WORLD'S LARGEST STORE ★ MACY'S



Millions who want to "see the Fair," want equally to see pay-Cash-pay-Less-Macy's, World's Number One Department Store—the store that serves 137,000 smart-to-be-thrifty customers each day—sells upwards of \$80,000,000 a year, in 168 specialty shops under one

whole-block roof at Broadway and 34th—heart of New York. Blazing with flags of the Fair's guest-nations and the 48 States—10 brilliant selling floors which merchants call superbly efficient—5 of them air-conditioned—Macy's not only shows 394,000 different articles of quality from 48 states, 29 foreign lands, (a stock of some 20 millions under your nose) but offers "show" after "show" to make your visit the most hospitable and memorable you ever had. Thousands of cheerful Macy sales-people wear their own "home-state" badges. Every day throughout the World's Fair is *Open House* in Macy's!

**10 Minutes' Ride from the Fair**  
500 feet from Macy's the Long Island R. R. special Fair trains whisk you to the gate in 10 minutes for 10 cents—swiftest route of all from the World's Fair to "the World's Fair of Good Merchandise."



## ELABORATE NEW VISITOR BUREAU TO HELP ALL COMERS:

You'll first touch base at this charming new Bureau on the Street Floor, planned, staffed, and decorated like a "typical Macy job"—sign the Guest Book—ask every question you like . . . 711 Macy interpreters speak 29 tongues and dialects—Macy trained specialists answer your inquiries: about New York, about the Fair, about "who", "what", "where", "how", "when", "why", and especially "how much"—about New York's myriad museums, shows, music, arts, parks, food, tours, sports, luxuries—all the accurate finger-tip answers about the Wonders of the Wonder City and its Wonder Store.

- ★ **COMPLETE WORLD WIDE TRAVEL SERVICE**, staffed by THOS. COOK & SON
- ★ **AIR TRAVEL SERVICE**, staffed by 5 LEADING AIRLINES
- ★ **NEW YORK TOURS**, staffed by THE GRAY LINE (starting here)
- ★ **THEATRE, CONCERT and SPORTS TICKETS**, staffed by McBride's
- ★ **MOTORING COUNSEL**, staffed by SOCONY-VACUUM OIL COMPANY
- ★ **ENTERTAINMENT COUNSEL** by THE NEW YORKER MAGAZINE
- ★ **YOUR HOME-TOWN NEWSPAPERS**, staffed by HOTALING

A giant electric wall-map lights your way on New York's transportation lines. Mural bulletins show each day's attractions throughout New York, its Fair, its foremost store; a dramatic wall-teletype flashes wire-news straight from the Fair Grounds all day long.

Do you need literature on the things you must see—or time-tables?—here they are! Shall we introduce you to a headwaiter? Consider it done!

## ASK MACY'S!



### PIONEER IN TESTED QUALITY IS MACY'S BUREAU OF STANDARDS . . .

More than 4 million chemical, physical and wear-tests have been made of goods for you by scientific experts in this famous laboratory to improve and maintain the quality of merchandise—famous throughout American retailing for making sure that the consumer not only pays less but gets more satisfaction. Every World's Fair visitor is invited to inspect the Bureau of Standards—and to ask any questions you like!

## FREE "BEHIND THE SCENES" TOUR

From the Visitor Bureau (street floor) start free guided tours *behind the scenes*—from the 20th-floor sun-deck through the Store-Hospital, Training College, Buying Office, Reserve Stock, Little Theatre, Bureau of Standards, Comparison Office (*which shops for you 'round town 4,000 times a day to make sure you save on Macy low cash prices*), through actual selling-departments, Personal Shopping, clear down to Dynamos, Diesels and Delivery in the bed-rock of Manhattan. Write for your free tour-pass like this:

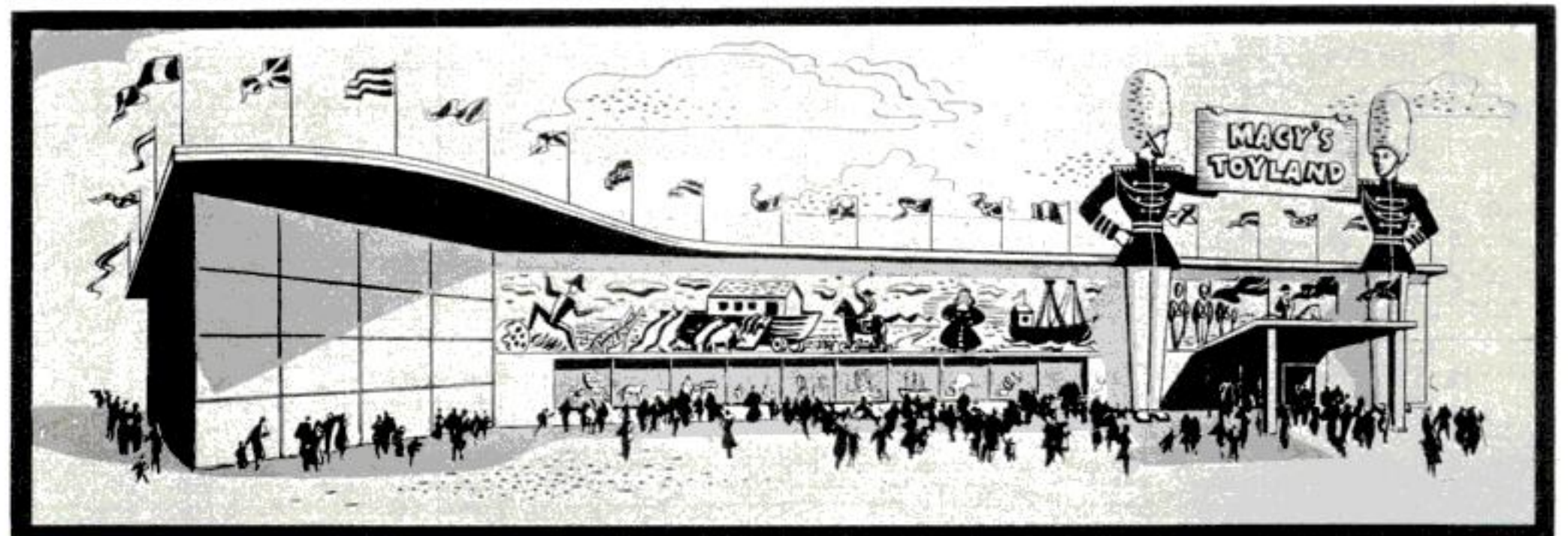


(NOTE: This invitation is especially urgent to all visiting merchants and manufacturers who want to see "what makes the Macy wheels go round"; please come and examine us professionally.)

## ...and don't miss MACY'S AT THE FAIR!

Macy's manages a shop in GARDENS OF THE WORLD to help the garden clubs . . . shares with other leading stores in fashions in the HALL OF FASHION . . . and in the Children's World, invites children of all ages to—

**MACY'S TOYLAND!** A fantastic and delightful building crammed full of thousands of the smartest toys made in America to delight children of all ages. Don't miss it—in the Children's World, between the Amusement and Exhibition areas. Two sixty-foot guardsmen tower at the door to welcome you inside a "circus" of actual toys probably more fascinating than any you ever explored. This is how the architect says it looks . . . though it is a kaleidoscope of modern color—



### DON'T MISS THESE "WONDERS" IN THE WONDER STORE OF THE WORLD!

- ★ **New "Forward House,"** 29 new, dramatic modern rooms in the foremost furniture store on earth.
- ★ **Colleen Moore's fabulous Fairyland Castle** (after June 15) especially amplified for Macy's and you!
- ★ **Macy's By-the-Sea,** U. S. headquarters for swimwear—a unit of America's greatest "fashion-show."
- ★ **Fun Centre, U.S.A.,** America's best collection of toys, sporting goods and hobby materials.
- ★ **Macy's Famous "D.A."**—the easiest way to shop for cash and save, serving over 200,000 customers in 48 states, 51 nations.
- ★ **America's Foremost Bookstore**
- ★ **Dramatic Diamond and Fur Shops,** regularly offering rare luxuries at bargain prices.
- ★ **New World's Fair Gift Shop**
- ★ **Cool, Quiet Restaurant**
- ★ **The Famous Men's Store,** referred to in "LIFE".
- ★ **Macy's Youth Centre,** foremost children's store in N. Y.
- ★ **Thousands of Specially-Created Exclusive Gifts,** and thousands of exclusive Macy "own-brand" specialties in rare groceries, cosmetics, apparel and house-furnishings.
- ★ **Take Part** in an actual studio broadcast of the famous Consumer Quiz Club of the air.



# BIDS "WELCOME!" TO FAIR MILLIONS . . .



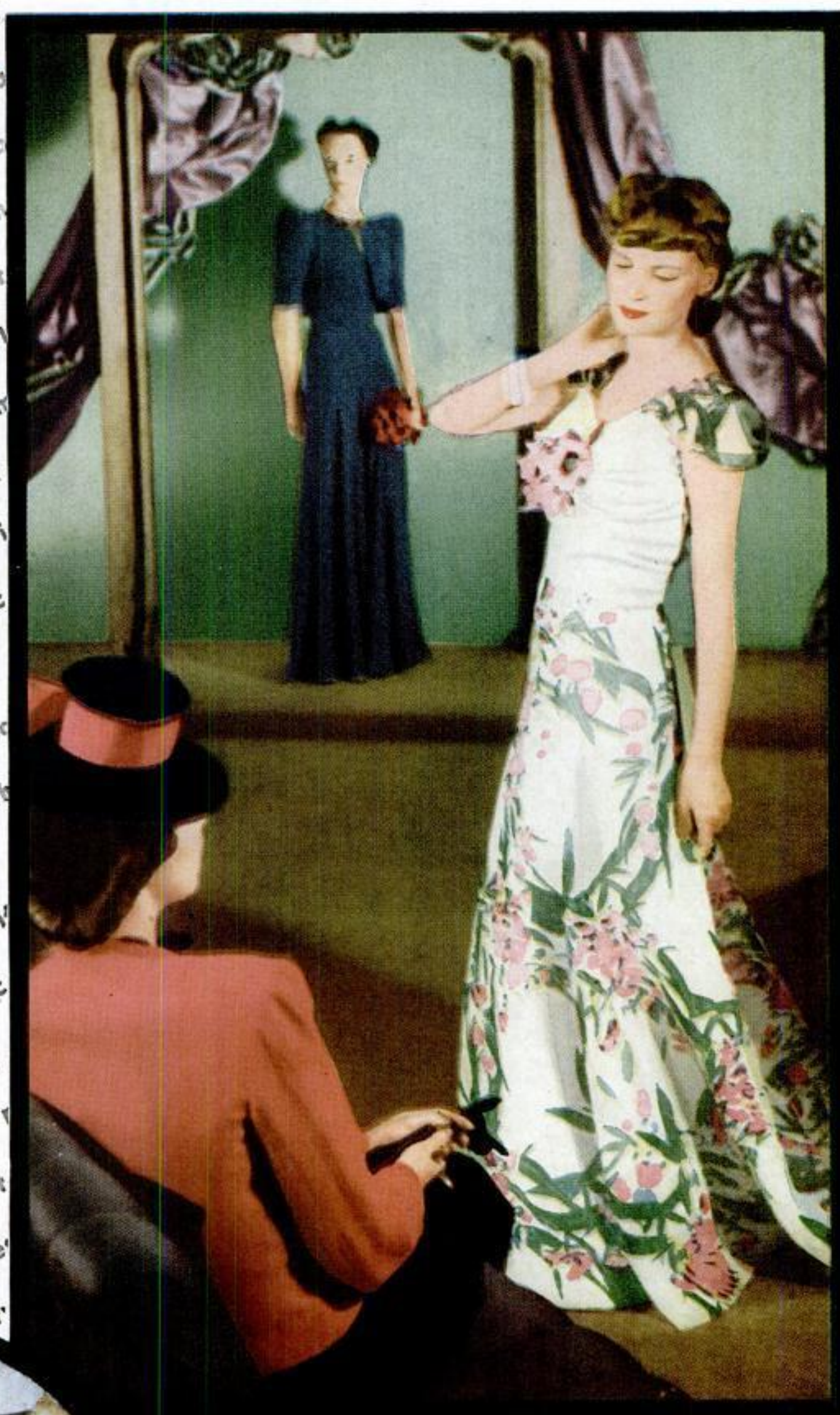
**Two Biggest:** only a block apart on 34th Street loom the Empire State, world's tallest building (1250 ft. high) and Macy's, world's largest store (2,012,196 sq. ft.). 4 subways, 2 railroads and a Hudson Tube, 5 "Els", a dozen bus lines, make Macy's easiest store to reach for largest number of people.

**At 7 A.M.** a color-camera on one of Macy's 58 escalators "shot" this view of the ship-shape street-floor of the Broadway building: here are amazing assortments of accessories, hosiery, drugs, cosmetics, jewelry, silver, umbrellas, stationery, candy, handkerchiefs, notions—a tiny fraction of Macy's 20 million dollar stock.



**Largest Fashion Centre** in America. Macy's offers a myriad of fashions in clothes, hats, coats, shoes, lingerie, accessories for every taste, type, figure, budget. Macy's amazing New York style-reputation bases on (1) low cash prices, (2) the principle that "it's smart to be thrifty", and (3) its exquisite Little Shop, shown above.

**Old World Charm** of an enchanting antique shop in Paris or London brings thousands to Macy's notable "Corner Shop" for low-priced rarities discovered by Macy buyers roving the Continent and American hide-aways. The blue paneling of the room at the left came from an ancient Connecticut farmhouse.



WELCOME TO

# MACY'S

34<sup>TH</sup> STREET AND BROADWAY N.Y.C.





**"Night and the Sea"** with its eerie effect of moonlight over vast waves, is one of many seascapes for which Painter Henry Mattson has won medals and cash prizes. Born on the Swedish seacoast, Mattson paints moody, poetic impressions of the ocean, seldom copies from life, says, "I am interested in the reality of things, not in the appearance."

**"The Corn Dance"** by Edward Laning, New York muralist, shows in the background Santo Domingo Indians of New Mexico performing strange rites to make corn grow. Far stranger are antics of tourists painted by Laning in foreground. They wear odd garb like that of lady with Pekingese at left, eat hotdogs, wave pop bottles, behave like Coney Islanders.





## CORCORAN GALLERY IN WASHINGTON

### AWARDS LARGEST U. S. CASH PRIZES



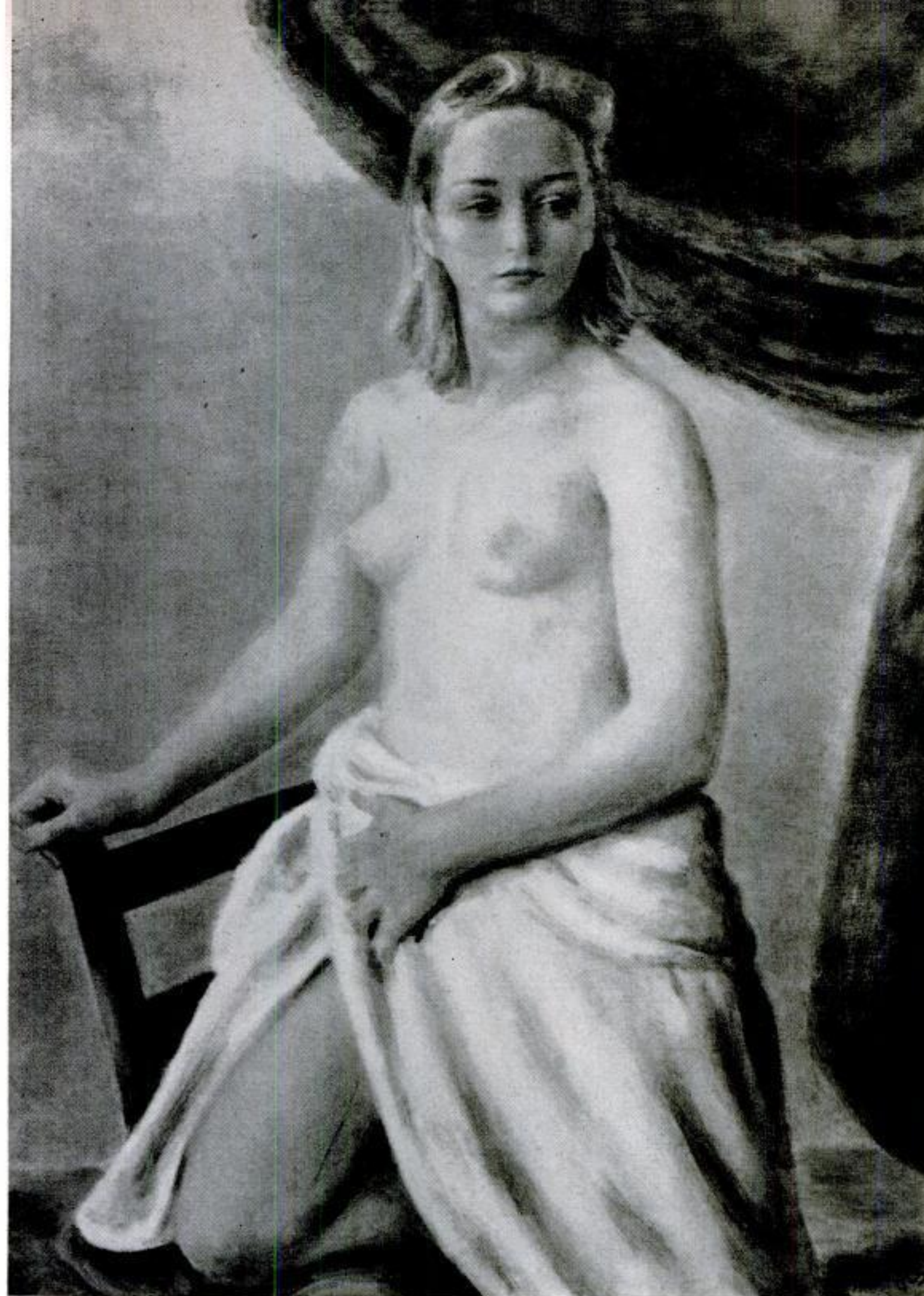
FIRST PRIZE, \$2,000, GOLD MEDAL

Every two years the Corcoran Art Gallery in Washington holds an exhibit of new American works and awards the largest cash prizes (\$5,000) of any museum in the country. The Corcoran show is now on, and you see on this page the three top prizewinners. On the opposite page are two impressive also-rans from the same exhibit.

This year nearly 3,000 canvases were submitted to the Corcoran Biennial. A jury of five voted to hang 369 works. The result is an excellent cross-section of U. S. art. Trend is towards pleasant subject matter, as exemplified by the first prizewinner, *Summer Fragrance* (inset) by Franklin C. Watkins.

What makes the Corcoran Gallery more than a repository for art is its slight, dynamic director, C. Powell Minnigerode, who has been with the museum for 47 years. He has helped the museum run its own school (see next page) and act as selling agent for exhibitors at its Biennial. In 30 years, the Corcoran has sold over \$500,000 worth of art, has bought 108 works itself.

Financial backing for the Corcoran was provided in 1869 by a gift of \$1,600,000 from William Wilson Corcoran, a courtly Washington banker who wore a red rose and carried a gold-headed cane. Second great benefactor was Senator William Andrews Clark, Montana copper king, who gave his huge art collection and provided a \$100,000 fund for Biennial prizes. Today the Corcoran's atmosphere is warm and informal. Eleanor Roosevelt, who lives nearby, often drops in for a look.



Second prize: \$1,500, silver medal, was won by New York's Robert Philipp, 43, for this blonde *Nude*. It was purchased for Corcoran Gallery's permanent collection for an additional \$1,800.

Third prize: \$1,000, bronze medal, was awarded to Morris Kantor for his *Lighthouse*, painted at Provincetown, Mass.,

where he spends the summer. Although the ocean is not shown, Kantor suggests the wide, clean sweep of seacoast by

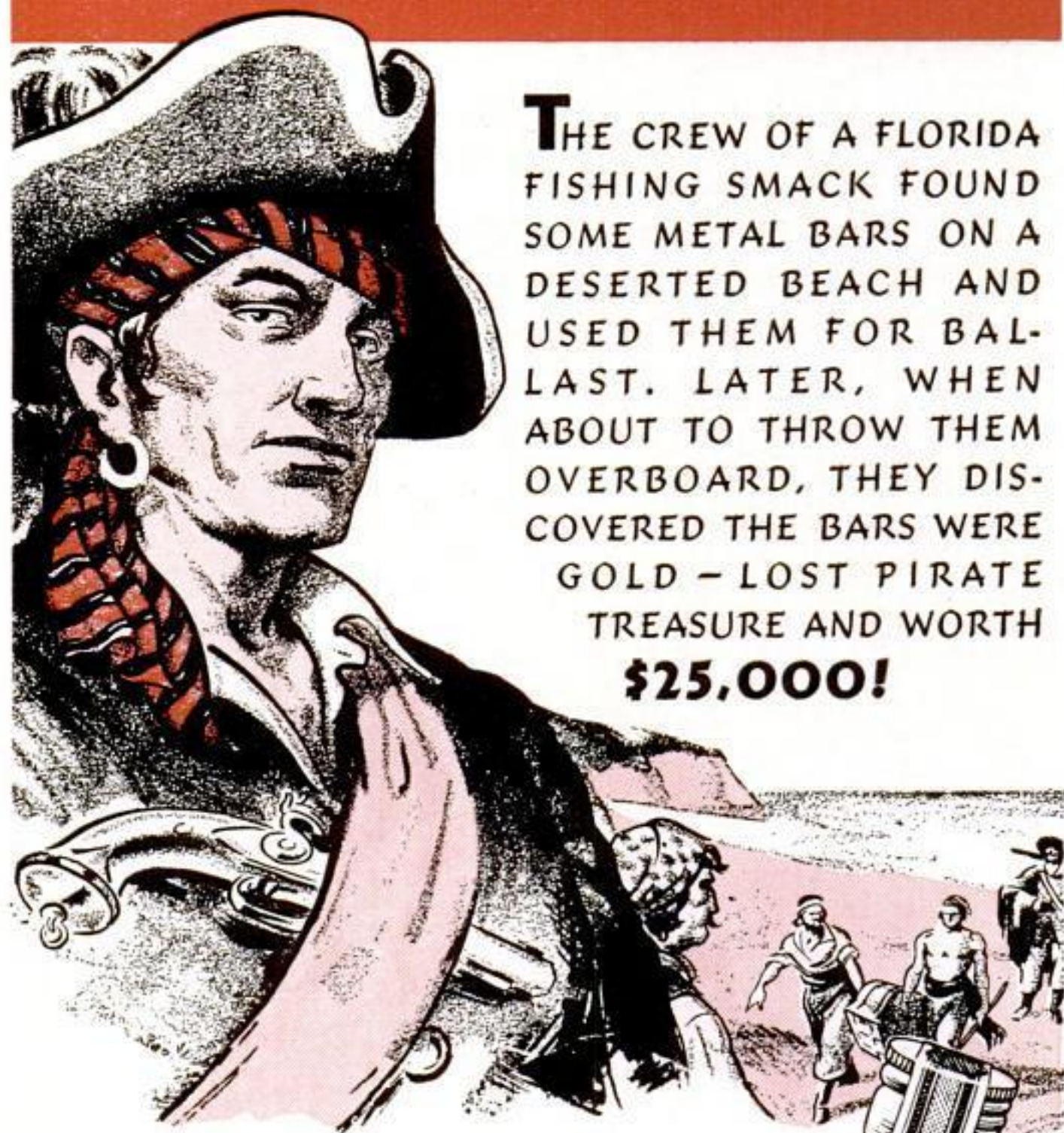
his uncrowded composition and clear-cut painting. The radio mast (left) gives service to coast guards and lightships.



CONTINUED ON NEXT PAGE



**IT SOUNDS TOO GOOD  
TO BE TRUE!**



**T**HE CREW OF A FLORIDA FISHING SMACK FOUND SOME METAL BARS ON A DESERTED BEACH AND USED THEM FOR BALLAST. LATER, WHEN ABOUT TO THROW THEM OVERBOARD, THEY DISCOVERED THE BARS WERE GOLD — LOST PIRATE TREASURE AND WORTH **\$25,000!**

**I**T'S GOOD NEWS, TOO, THAT YOU CAN GET A KENTUCKY STRAIGHT BOURBON WHISKEY, QUALITY-MADE SINCE 1880, FOR AROUND A DOLLAR A PINT! ASK FOR **CRAB ORCHARD** AND ENJOY A RICHER, SMOOTHER, MELLOWER BOURBON!

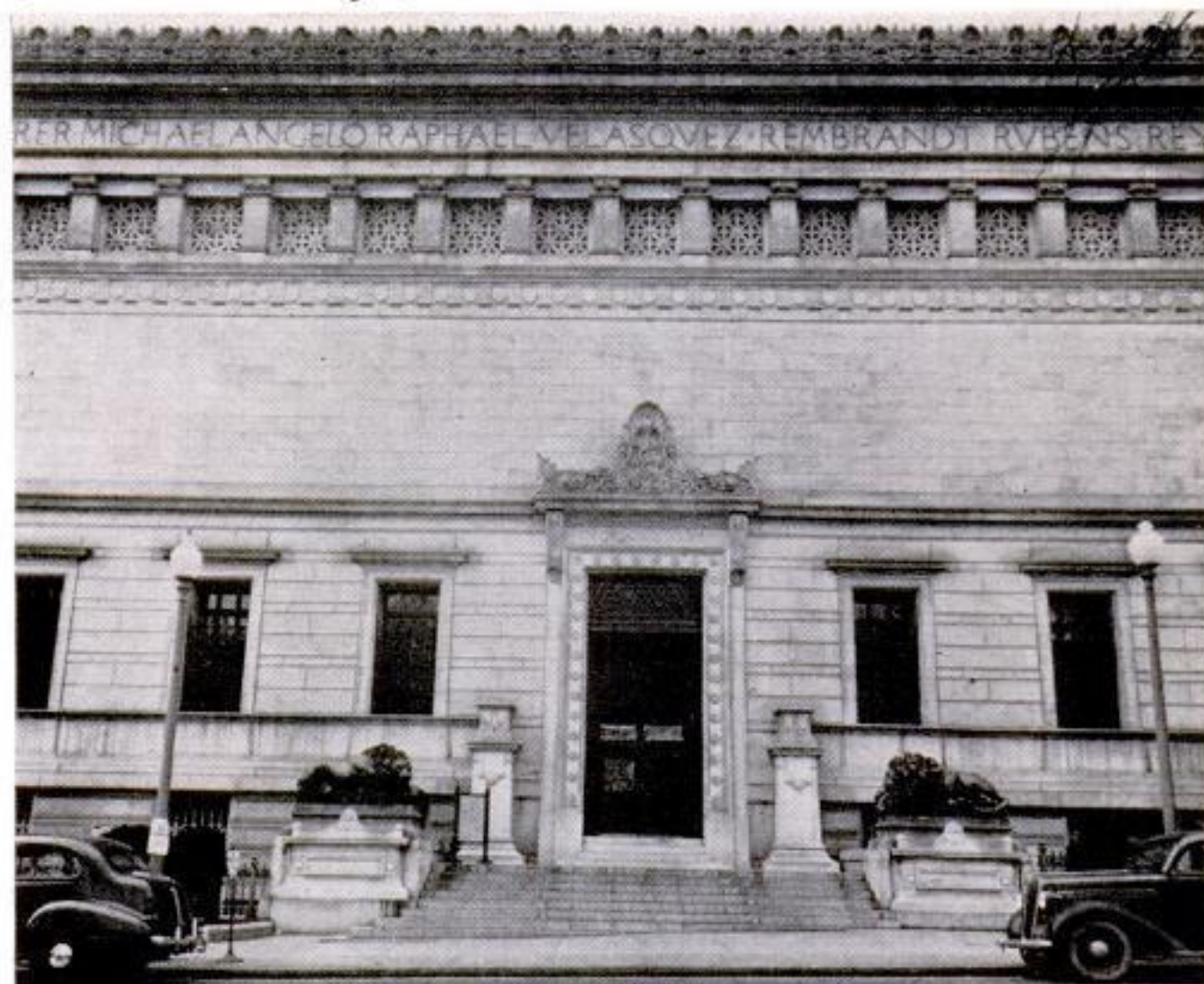


**Crab Orchard**

BRAND  
**KENTUCKY STRAIGHT BOURBON  
WHISKEY**

COPYRIGHT 1939, NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

## Corcoran Gallery (continued)



Entrance to the Corcoran is within shouting distance of the White House. Around frieze are names of old masters. Inscription over the door: "Dedicated to Art."

## CORCORAN RUNS ITS OWN ART SCHOOL

**U**nder the same roof with its masterpieces of the past, the Corcoran Gallery is training painters for the future. In one corner of the huge L-shaped building is a complete art school where over 400 students fill the classrooms to the skylights.

Established in 1887, 17 years after the Gallery, the Corcoran Art School is Washington's oldest, once prided itself on being as conservative as its pseudo-classic façade. Today under Richard Lahey, its new painter-principal, it is one of the most advanced schools in the U. S. Thanks to the endowment of Founder Corcoran, students pay only \$25 entrance fee. Thereafter they are allowed free instruction in any course, and are advanced from class to class as fast as their ability warrants. Free lectures are given by noted visiting artists. At the semi-annual show of student art, \$450 in prizes are awarded. Another event is the caricature contest in which pictures of the Corcoran Biennial are parodied. Special outdoor sketching classes are held on the banks of the Potomac, and students sometimes trek off with Principal Lahey to sketch a country arcus. The Corcoran Art School combines hard work and fun, and is one more reason why Washington has become one of America's liveliest art centers.



A semicircular gallery on the second floor contains 45 paintings from the Biennial show. Notice how well dark and light pictures are arranged in contrasting order.





**Richard Lahey**, principal of Corcoran School and noted U. S. painter, lectures to girls from Goucher College who visit Washington to see the Biennial Exhibition.



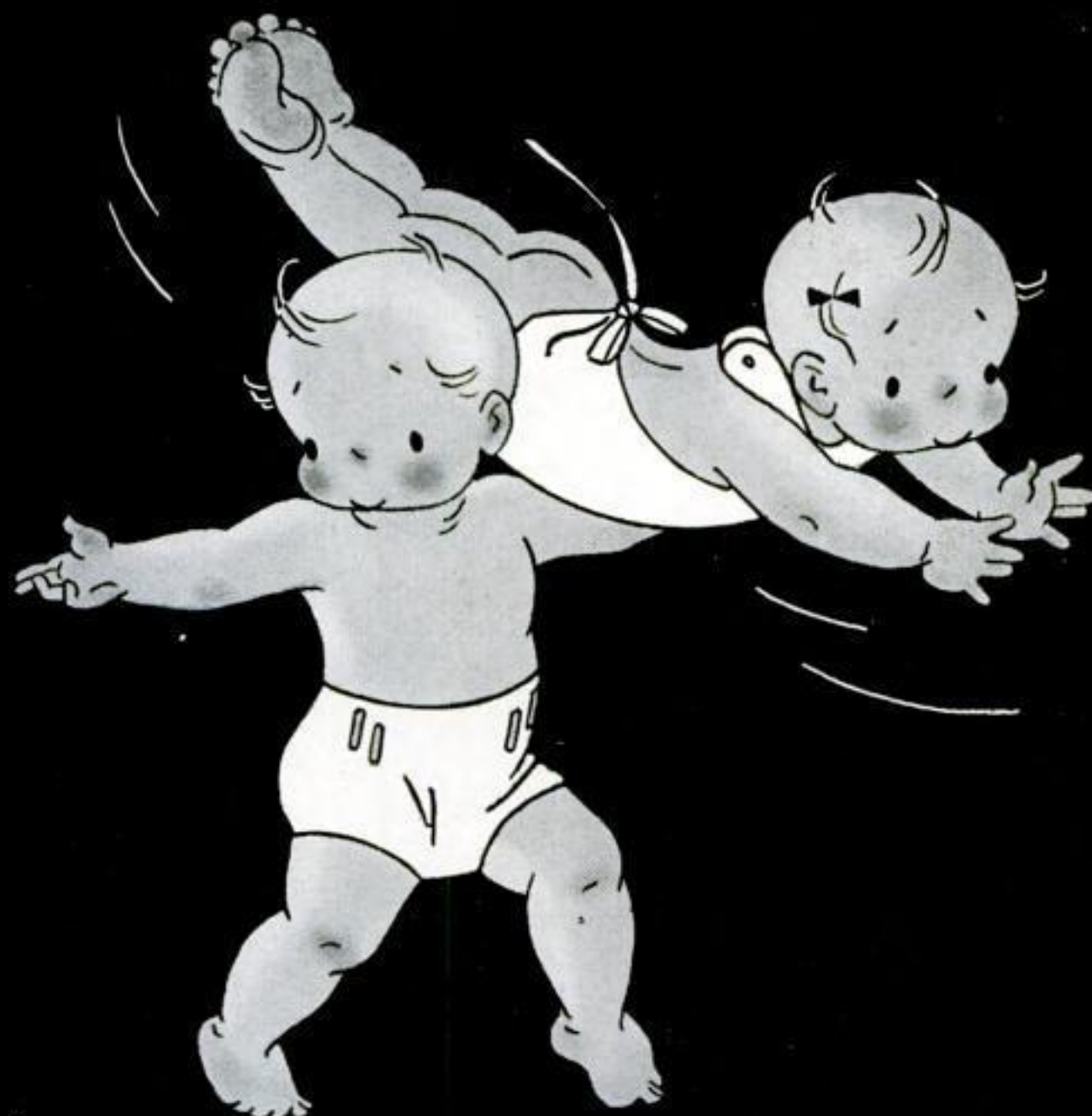
**Art student** poses for class in portrait painting. Each student volunteers for week on platform each year to keep down model costs. At right, Lahey stands with students.



**In art class**, students paint from model (above) while Teacher Richard Lahey (center) criticizes work and encourages originality. Notice the different styles of painting.

a new kind of  
*"Accident" Insurance!*

**Playtex\* Baby Pants**



With Playtex baby pants there are no "embarrassing moments", no matter whose lap he chooses to sit on! Playtex pants are waterproof, wonderfully soft, tissue-thin, non-chafing, odorless and cool to wear. Made of that amazing material, creamy liquid latex, they stretch a yard to give your baby complete comfort...and how they wear! There are no seams or binding stitches, yet all edges are seamlessly reinforced for durability. Three practical styles; four sizes: demi-tasse, small, medium and large. Pink or white. Gift packaged in silver color boxes. **50c**



✓ Your nearest store also sells Playtex bibs and sheets

**INTERNATIONAL LATEX CORPORATION, PLAYTEX PARK, DOVER DELAWARE**

\* Trade mark Reg. U. S. Pat. Off. Copyright 1939 Int'l Latex Corp.



## ART



THROWN TO THE SWINE

The German execution of Nurse Edith Cavell for helping wounded Allied prisoners escape shocked the

whole world. The Dean of St. Paul's wrote for this cartoon: "It was the stupidest of German misdeeds."

## A DUTCHMAN'S WARTIME CARTOONS

In 1916 a group of distinguished English writers were pressed into British propaganda service to write captions for a Dutchman's cartoons. The cartoonist was Louis Raemaekers who, though he lived in neutral Holland, drew some of the most effective and virulent anti-German pictures of the World War. The caption writers included G. K. Chesterton, Hilaire Belloc, John Buchan (now Lord Tweedsmuir, Governor-General of Canada), Dean Inge. Their captions and Raemaekers' cartoons, which are shown on these pages, were published in a big book. The cartoons themselves became well-known in the United States. England and France honored Raemaekers. The enraged Germans were



TO YOUR HEALTH, CIVILIZATION!

"Civilization made the holocaust possible. The simple methods of killing employed by barbarians could not have destroyed so many lives."



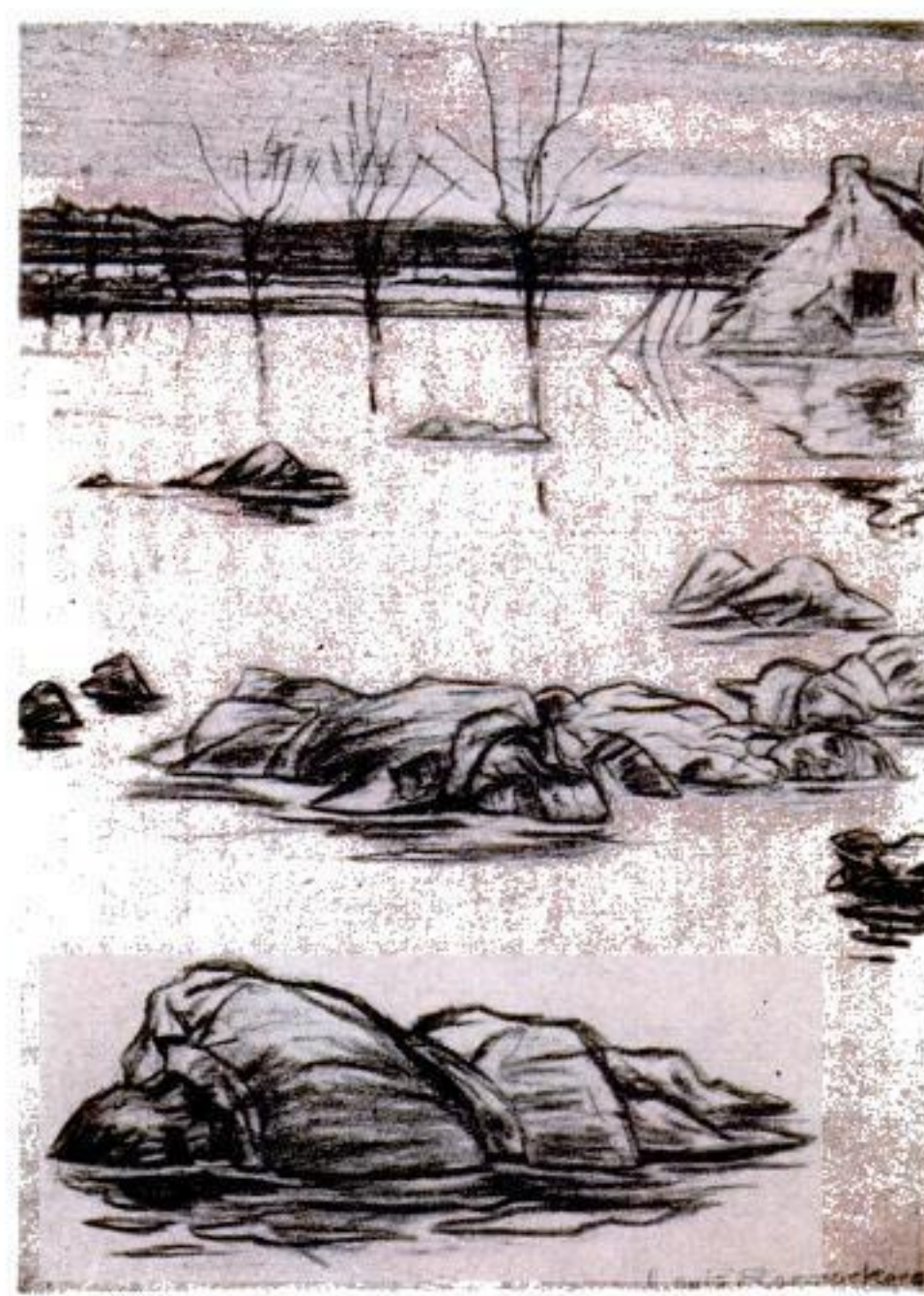
THE GERMAN TANGO

Wrote John Buchan: "A blonde wearing the Imperial crown, her face livid, limbs drooping, is held by inexorable claws."



MURDER ON THE HIGH SEAS

"Well, have you nearly done?" asks Uncle Sam. The caption writer compares Boche to the Mohawk and Apache Indian.



THE YSER

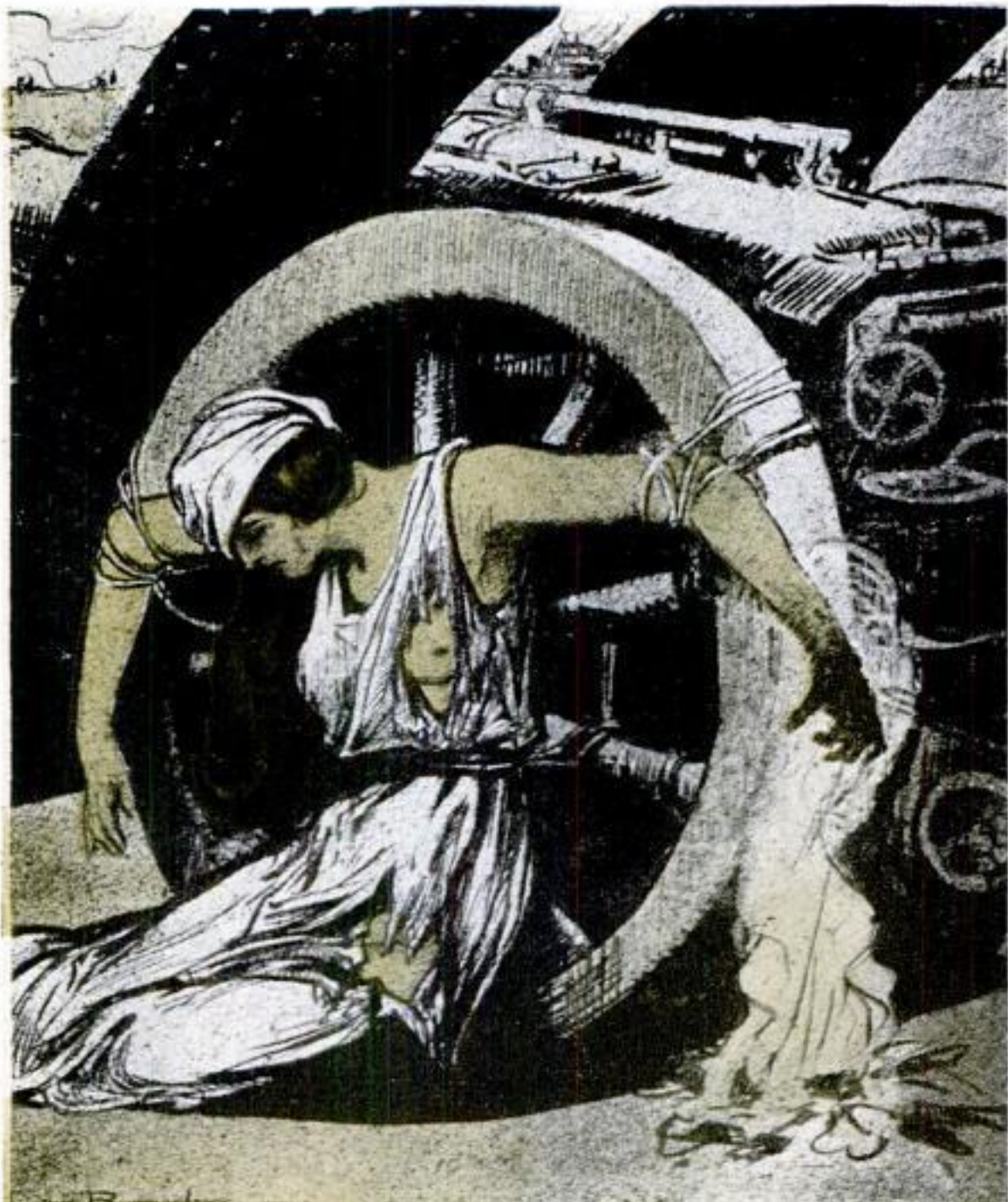
In 1914 at Yser River, the Belgians checked the German drive toward Calais by opening sluices, flooding the region.



# TAKE ON FRESH REALITY TODAY

reported to have set a price of 12,000 marks on his head.

Louis Raemaekers is 70 today. Most Americans over 35 remember his drawings as something from a half-forgotten nightmare of blood-hatred. Ten years ago a younger generation found them archaic and meaningless. But today the old hatreds are stirring again and, right or wrong, their dark fires light up Raemaekers' Wartime cartoons with a fresh significance. A majority of the American people now hate Adolf Hitler and his "blood and iron" aggressions. Many find it much more difficult to try to dissociate this commoner from the whole German people than they did the Hohenzollerns from their goose-stepping subjects.



EUROPE, 1916

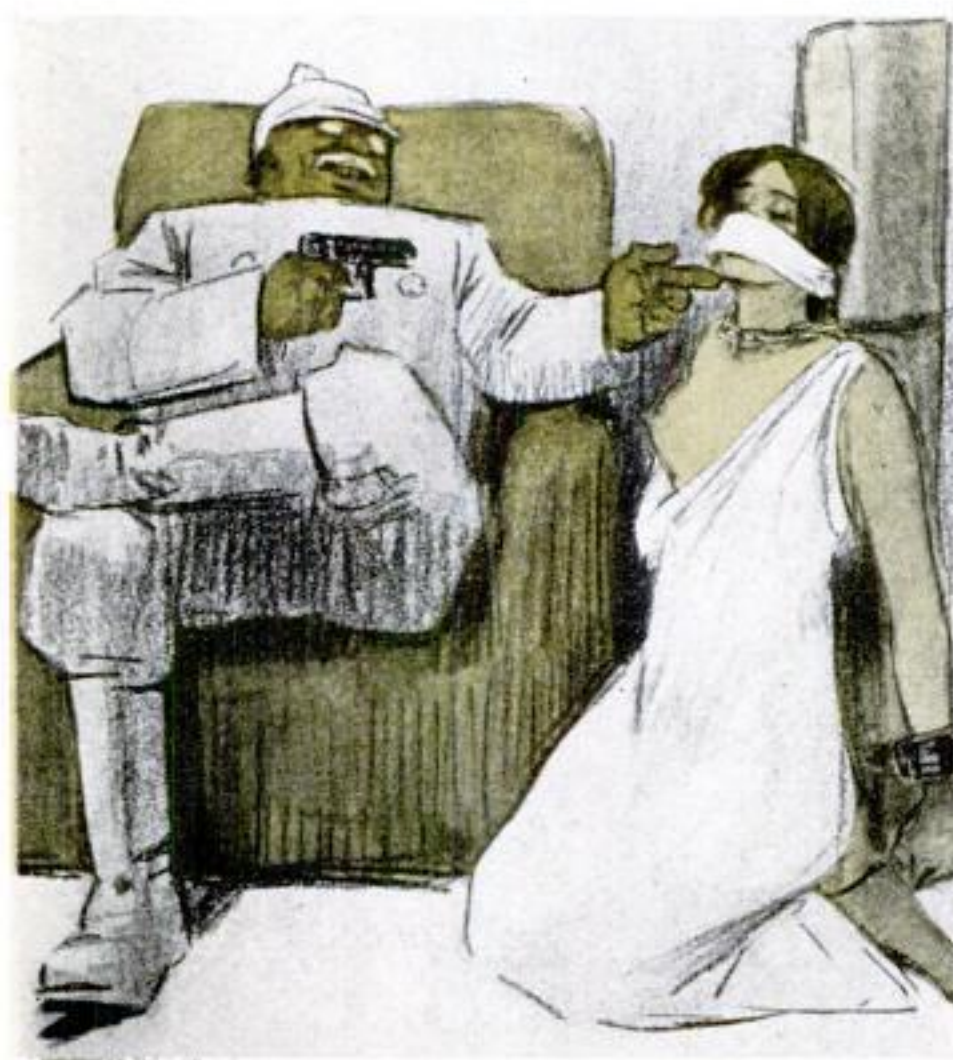
Complaints that Raemaekers' cartoons were too bloody were answered by Chesterton who wrote: "The case against horrors must be horrible."



KULTUR HAS PASSED HERE

"The German Juggernaut passed this way," wrote Poet John Oxenham. "There is no mistaking the foul

track of his chariot-wheels . . . A land all swamped with blood, sickened with the reek and stench of war."



SEDUCTION

"Ain't I lovable?" he asks. Said Chesterton: "To be conquered by such Germans would be like being eaten by slugs."



LIQUID FIRE

Germany used flamethrowers in 1914-15. The Allies expressed horror but soon were using liquid fire themselves.



GOTT STRAFE VERDUN

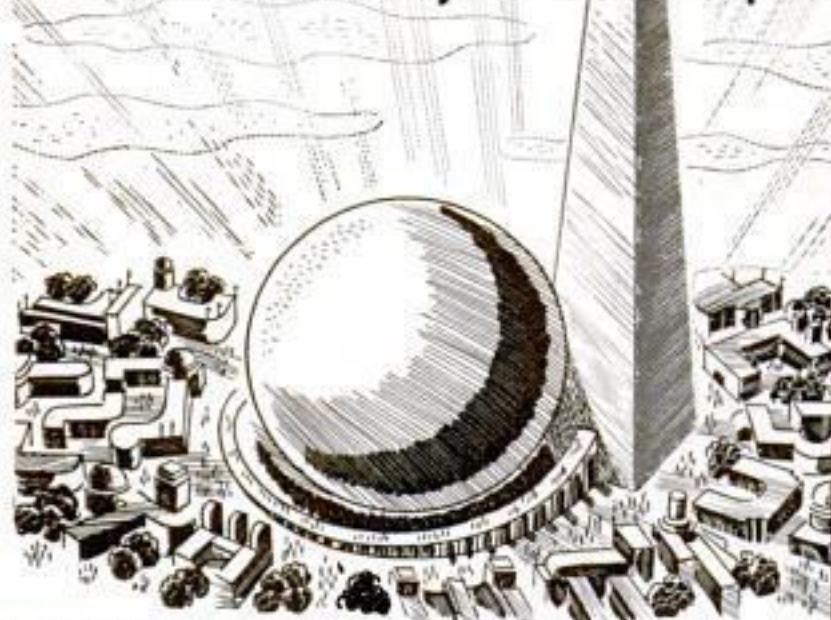
Crown Prince "Little Willie," the butt of Raemaekers' jokes, here wonders whether it is safer to attack or retire.

CONTINUED ON NEXT PAGE



# HERE'S HOW TO GO TO THE NEW YORK WORLD'S FAIR!

1. Travel swiftly, safely, comfortably — by rail.
2. Have hotel accommodations assured for you, in advance.
3. Enjoy delightful sightseeing trips to various points of interest.
4. Have most of your "extra" expenses included in the cost of the trip.



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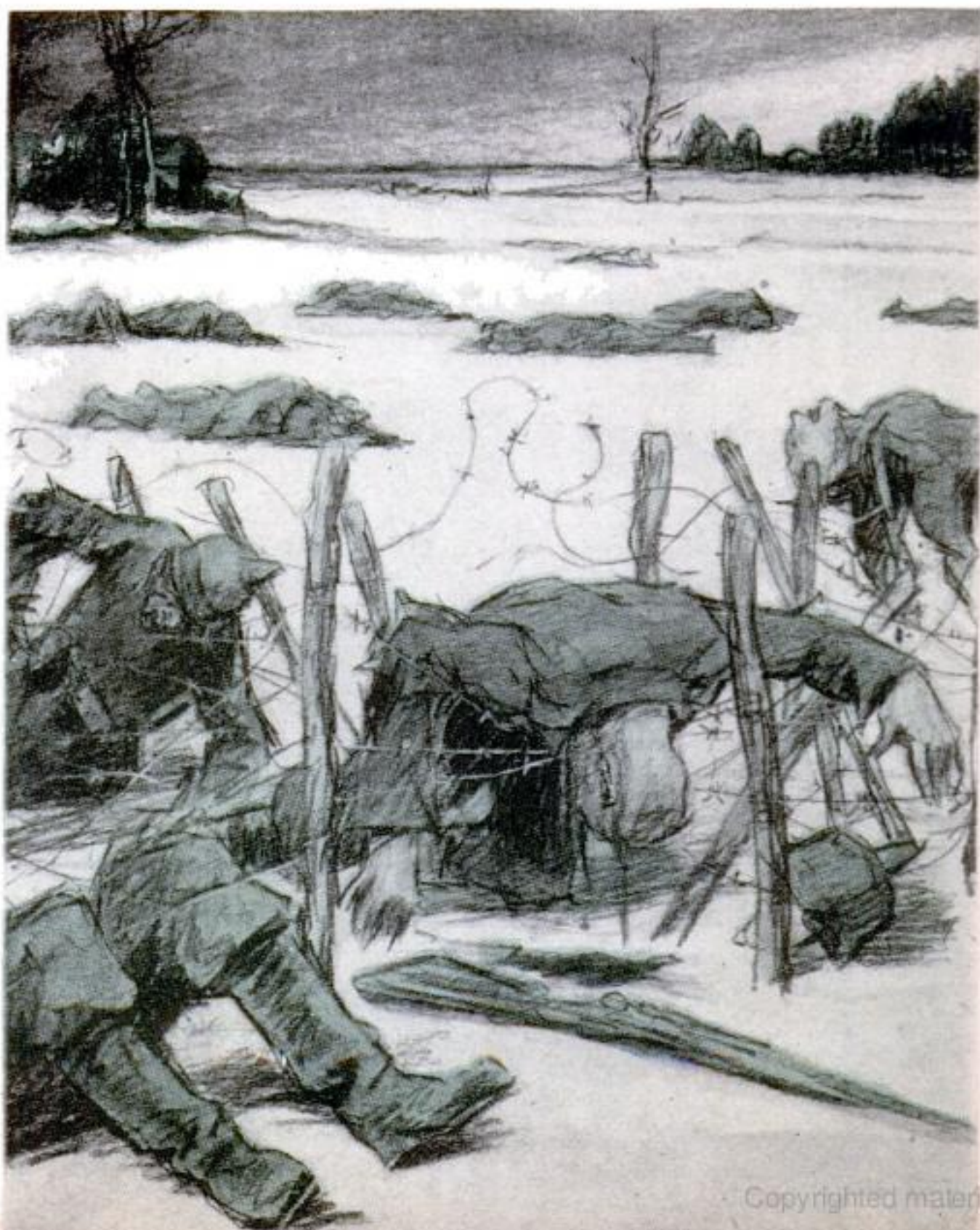
## Wartime Cartoons (continued)

In their propaganda, the Germans pictured the Allies as frightened and feeble people who were pushovers for German might. The English took the opposite tack. They showed the Germans as powerful, brutal beasts. The German propaganda instilled contempt. The British instilled hatred.

The Allies were always accusing Germans of debasing science for the uses of war. For the picture below, Eden Phillpotts wrote: "We may picture the experiments that went to perfect their poison gas. We may see their Higher Command watching the death of a guinea pig with increasing enthusiasm as the hideous effects of their discovery become apparent." Even German barbed wire was more cruel than Allied. The picture at bottom was captioned: "It is well known that German wire surpasses any other in devilish ingenuity. Its barbs are longer. It is more frightful."



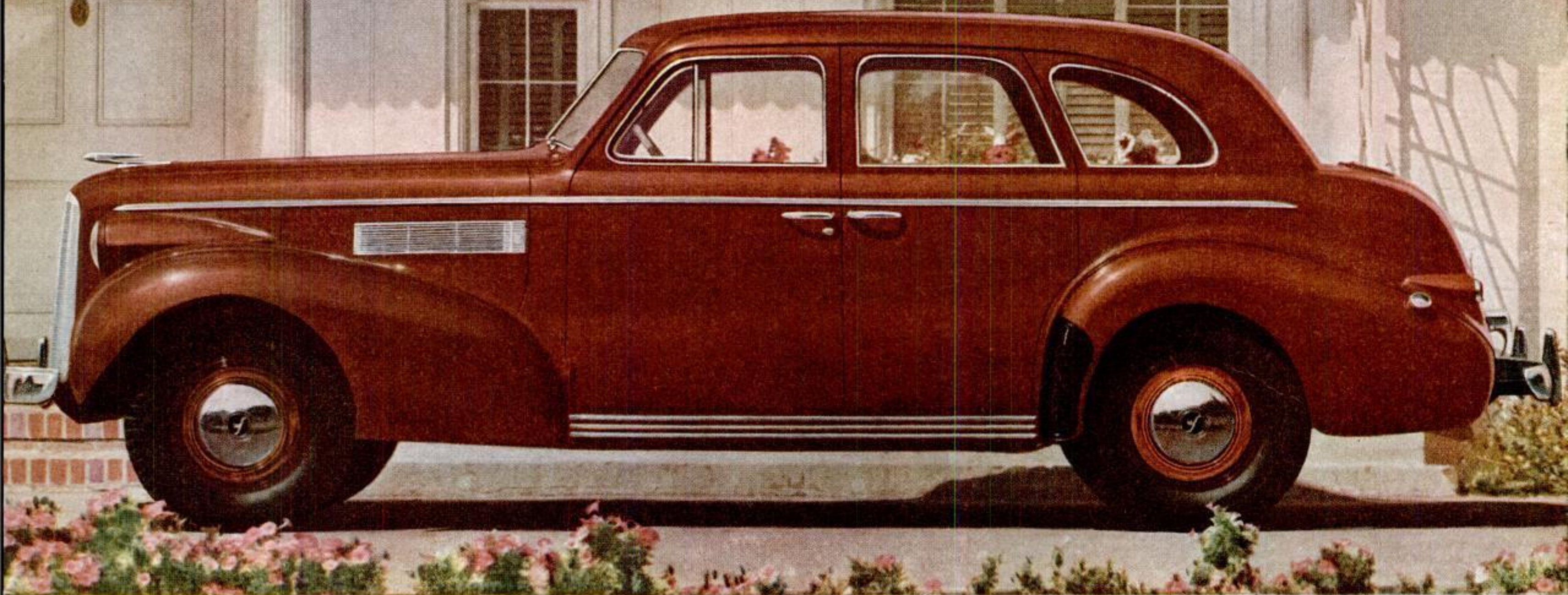
"The Gas Fiend" and "Barbed Wire" (above and below) are examples of German horror. The Germans were also accused of letting their dead rot on the battle fields.







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*A General Motors Value*

*Model illustrated: Five-Passenger Four-Door Touring Sedan, \$1320\**

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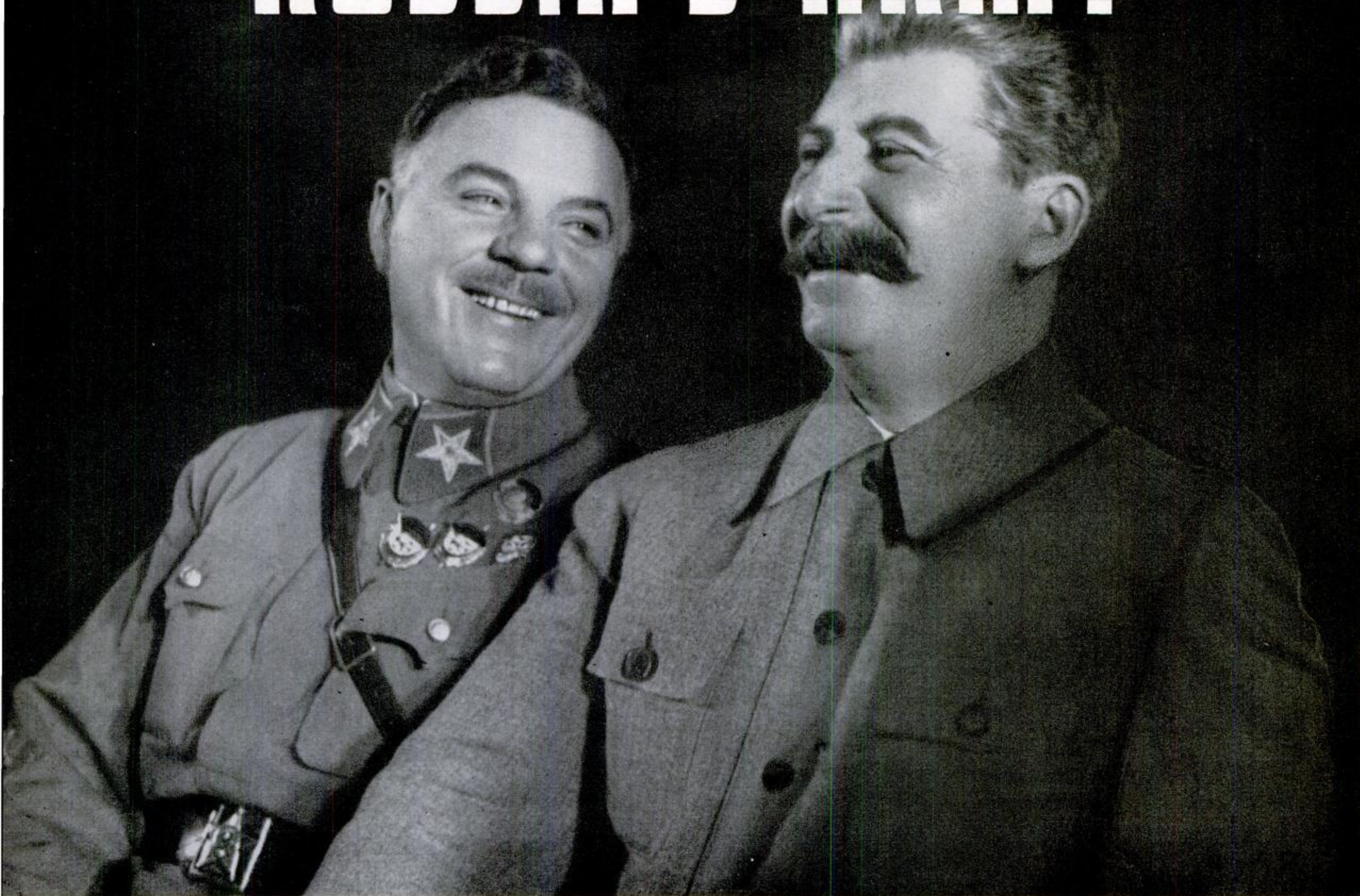
Remember, it's the thrifty practice of millions of motorists to install new Champions every year during National Spark Plug Change Week.

*Your Champion Spark Plug Dealer*





# RUSSIA'S ARMY



JOSEPH STALIN (RIGHT) CONTROLS ARMY AND EVERYTHING ELSE. BESIDE HIM IS HIS ARMY CHIEF, MARSHAL KLIMENTIY VOROSHILOV, WEARING ORDERS OF RED BANNER AND LENIN

## WILL IT FIGHT WITH DEMOCRACIES AND IS IT ANY GOOD?

Within the past month Europe's democracies have suddenly thrown down the challenge to Nazi Germany and Fascist Italy. Britain's Prime Minister Chamberlain got the support of a line of second-class powers east of Germany—Poland, Rumania and Greece. But what he wanted most was the titanic army of the vast country beyond—Soviet Russia. The excruciating questions in Europe today are: *What will Soviet Russia do in case of war between the democracies and the dictatorships? And how good—or bad—is the enormous fighting force which the Communist Government has built up in the last 21 years?*

The trouble is that everything in the Soviet Union of eleven Socialist Republics (very loosely called Russia) is hidden in an impenetrable cloud bank of censorship, deception and maudlin propaganda. The few gleams of fact that have penetrated this fog are the basis for the picture of the Soviet armed forces on the following pages.

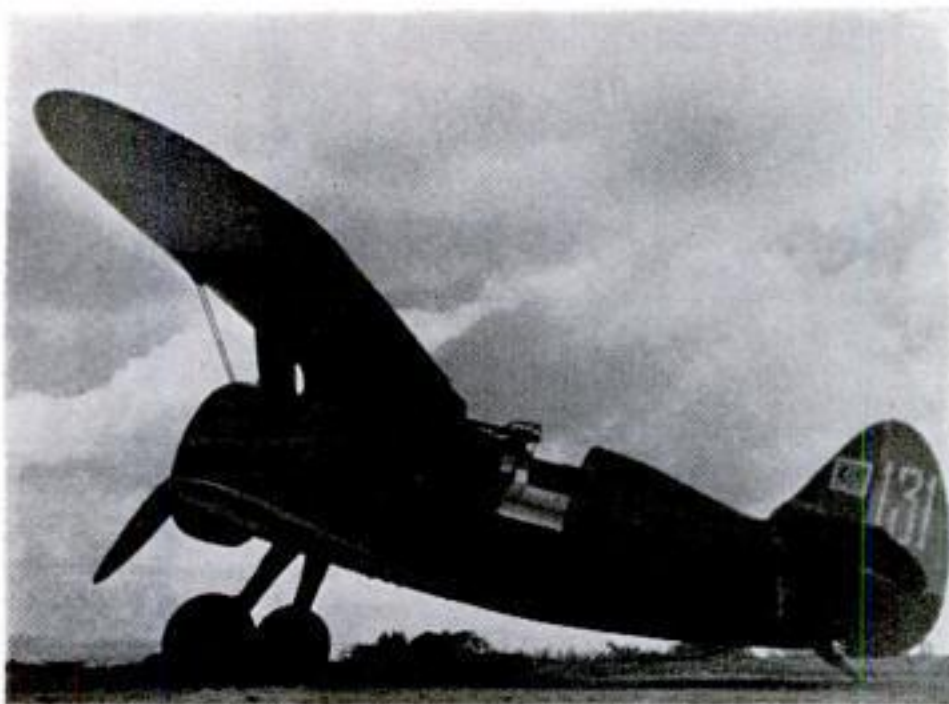
The Soviet armies are, first of all, big. They have 1,800,000 men now under arms and probably another 10,000,000 in trained reserves. A large part of these have served three years. They have vast and excellent numbers of all-important non-commissioned officers. The Soviet Army is organized in 98 infantry divisions and 32 cavalry divisions plus artillery and tanks. About half the regiments have been modernized by organization into light machine-gun squads of nine men each, and the division has lately been stepped up from 13,000 to 18,000 men. From 1922 to 1931, the Russians got their chief training

from a mob of unemployed German officers, nearly all of whom went home after Hitler reached power.

The Russian is a fine soldier, strong and willing to die. Even under the Czar he was good enough to keep half a million Germans occupied until 1917. The Communist soldier is better educated and healthier than his predecessor, far better treated by his officers, and his "will-to-win" has been improved. His docility may have deteriorated. No matter how badly these 12,000,000 men are officered, they can keep vast numbers of German troops busy on their western front. Even German victories would not be soon decisive against such hordes in such vast areas.

The high command of the Army has been decimated by Stalin's purge and by a thousand imitative purges by underlings. It seems certain now that some of the purgees had actually planned the overthrow of the Stalin regime. Most outsiders think the purges wrecked the Army; insiders who know best seem to think they helped it.

Russia's assistance to Britain and France would certainly be most effective in the form of Russian planes. Russian fliers are excellent, Russian planes are better than good, but workmanship is inferior. Nearly all planes are copies of American, French, British, Italian and German bodies and engines. The standard bomber, the native SB-3, makes 190 m.p.h. Russian factories, far back in the interior, can produce in peace or at war 7,000 planes a year. Plant No. 22, near Fili, produces 300 bombers a year, Plant No. 21, at Gorki, 1,800 fighters a year.



RUSSIAN FIGHTER PLANE IN SPAIN—THE "CHATO"

CONTINUED ON NEXT PAGE



# RUSSIA'S ARMY (continued)



**The Czarist Armies** were running away a large part of the time, as here in 1917 on German front. Many soldiers were asked to advance without rifles, counting on picking one up from a dead man of the preceding wave. Men and officers were subject to occasional mass depressions that spelled rout. Men here have thrown away rifles.

**The Revolution** began spontaneously in Petrograd in March, 1917, against the semi-lunatic rule of the Czar's family and put in a moderate Government. Below, Bolsheviks staged an unsuccessful uprising outside the Petrograd Library on July 3, 1917, before failure of a front offensive, tried it again with success in November.





## THE RUSSIANS LOVE THEIR MEN AND MACHINES IN GREAT MASSES

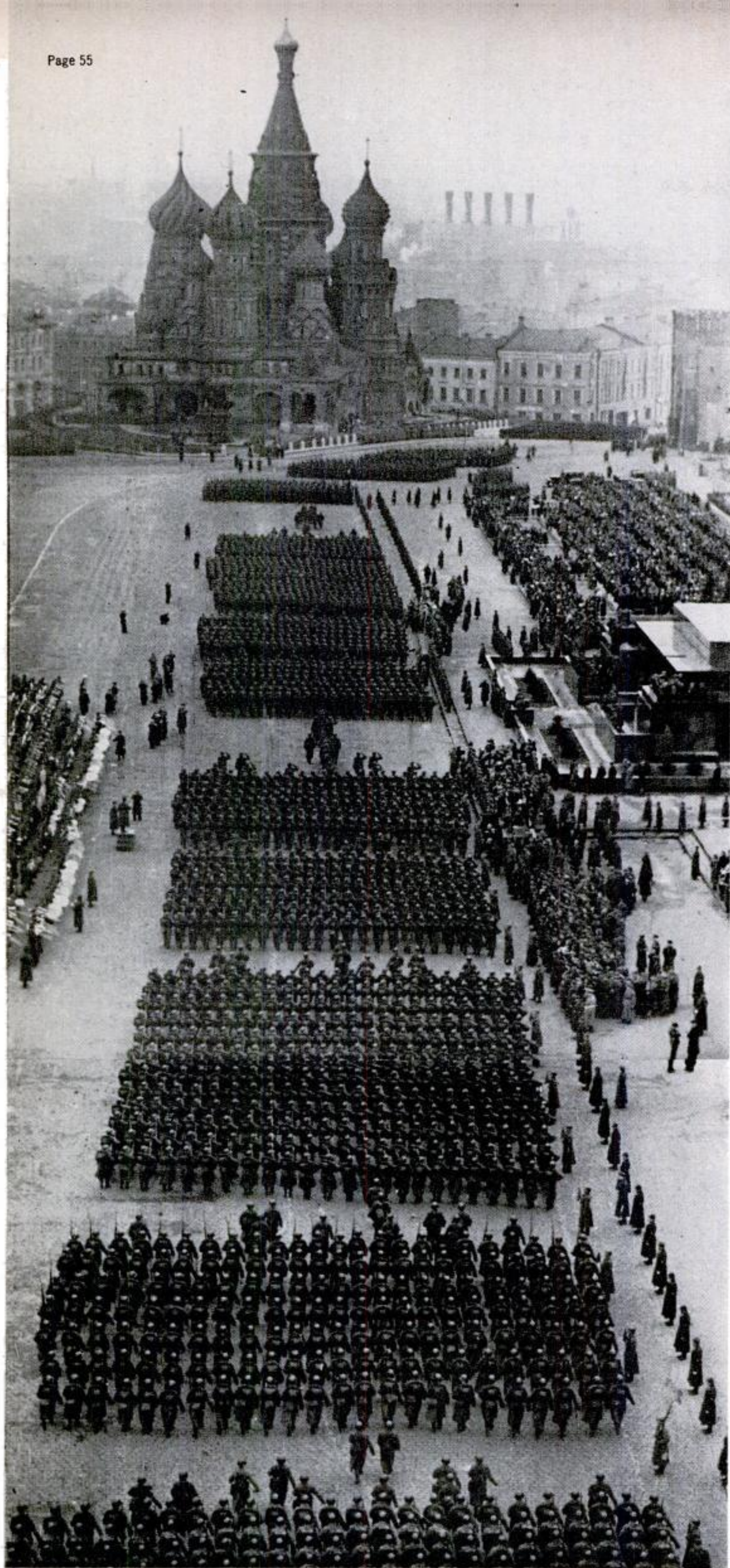
**T**he Russian Army will be valuable, even if it loses battles. But the nations of the West want to know whether Russians will win a battle or two in the next war. Against the Japanese they undoubtedly would. Against the Germans, the answer is in considerable doubt.

The Russians love to deal in masses and they love machines. But if war comes they will be compelled to throw masses of men and machines on their decrepit railroads and inadequate highways. Planes and tanks require oceans of gasoline and miles of supply trucks. Russian paved roads total about 40% of the paved roads in the U. S.

The dream of the Russians is a vast tank attack over the flat plains of West Russia and Poland. The Germans are superbly supplied with excellent anti-tank guns. The Russians propose to throw huge military masses along the few main roads they have, in a war of giant frontal thrusts against the German armies. Besides heavy tanks for the break-through, they actually have a large quantity of light cross-country tanks to follow up the break-through. German observers in Moscow have admitted the seriousness with which they view this possibility.

Any such attack, however, is doubtful because it rejects Russia's natural strategy of luring the enemy into that country's vast open spaces, breaking his long communication lines and then destroying him. However, the Army's No. 1 Political Commissar L. Z. Mekhlis said last month, "We will transfer military operations into the territory of the enemy and multiply the number of Soviet Republics." Actually nobody knows whether the Russians will attack or withdraw.

The totals of Soviet equipment are impressive: at least 4,500 first-line planes and perhaps 6,000 reserves; 5,000 tanks (Christie and Vickers copies and the big native Zhdanov); 1,600 pieces of heavy artillery (much of it Czech-designed); 23,000 heavy machine guns; 30,000 light machine guns. All this has a certain crudity compared with Western weapons, but it all works. Chief deficiencies are in rubber, fine instruments and the supply of spare parts. Steel, notably "soft" in the past, has lately been improved by use of U. S. techniques.

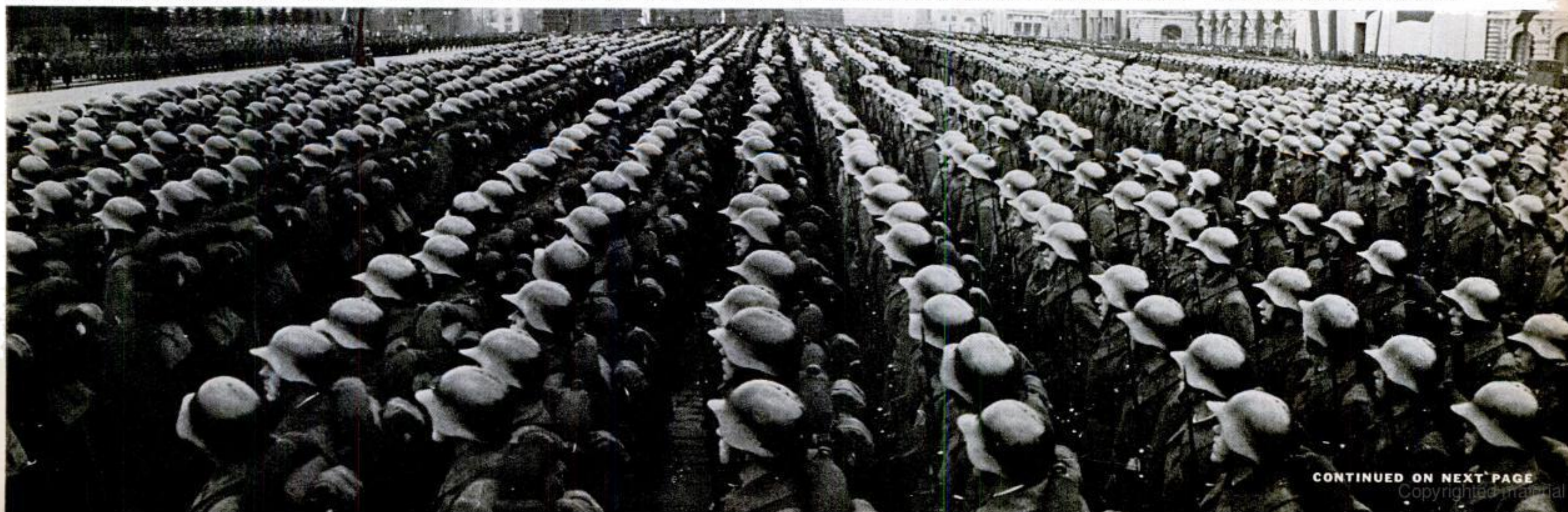


In Moscow's Red Square, detachments from nearby military schools march in blocks of 168. About one regiment is visible. In rear, famed St. Basil's, built by Ivan the Terrible, now a museum.



The beloved tank of the Russians does tricks. This is a copy of the American Christie, once turned down by U. S. Army, now recopied by the British. It makes 68 m.p.h. on its wheels.

THE UNENDING MASSES OF THE COMMUNIST ARMIES MARCH IN THEIR NEW VISORED STEEL HELMETS WITH THE OLD-STYLE NEEDLE BAYONETS. MASSES INFATUATE RUSSIANS



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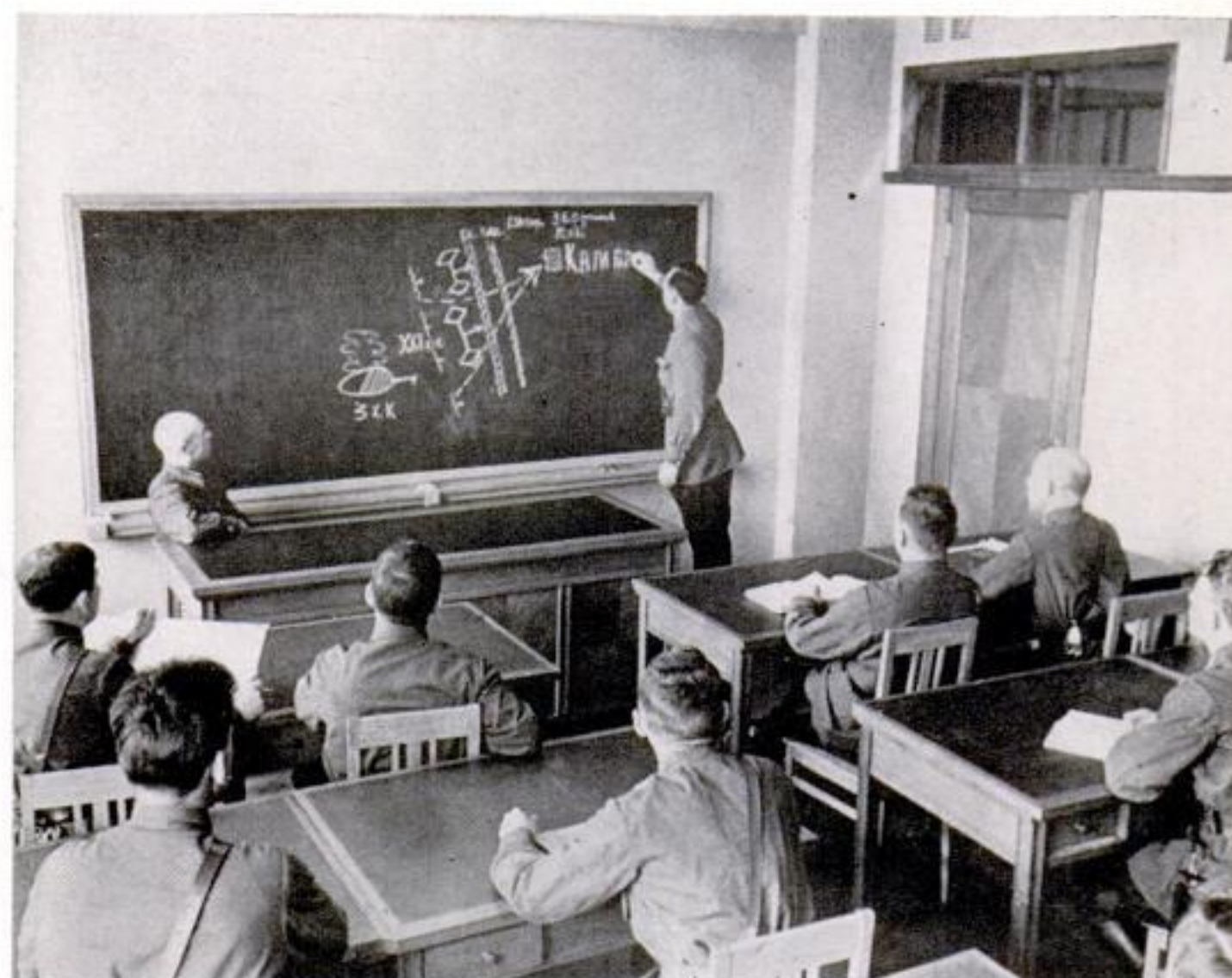
**A regiment lands** by parachute from Russian bombers. This is Russia's greatest single invention in the art of modern warfare. Such forces in war, lighting in a fog when ground troops could not shoot them down in the air, might well destroy airports or munitions dumps before they were captured. They would compel the enemy to waste men defending bases and communications. This good idea has been adopted by the German and French armies. Some 500,000 Russians are qualified parachute-jumpers, ready to volunteer for such work.



## RUSSIA'S ARMY (continued)



**Political commissars** pose with regular Army officers. These, the heroes of the Changkufeng battle last year with the Japanese, are: from left (*seated*), Officers Zhemanov, Kokarev,



**Tank lesson** from the World War battle of Cambrai is taught at the top military school in Soviet Union—the War College of Frunze. Recent purges guarantee fast promotion.



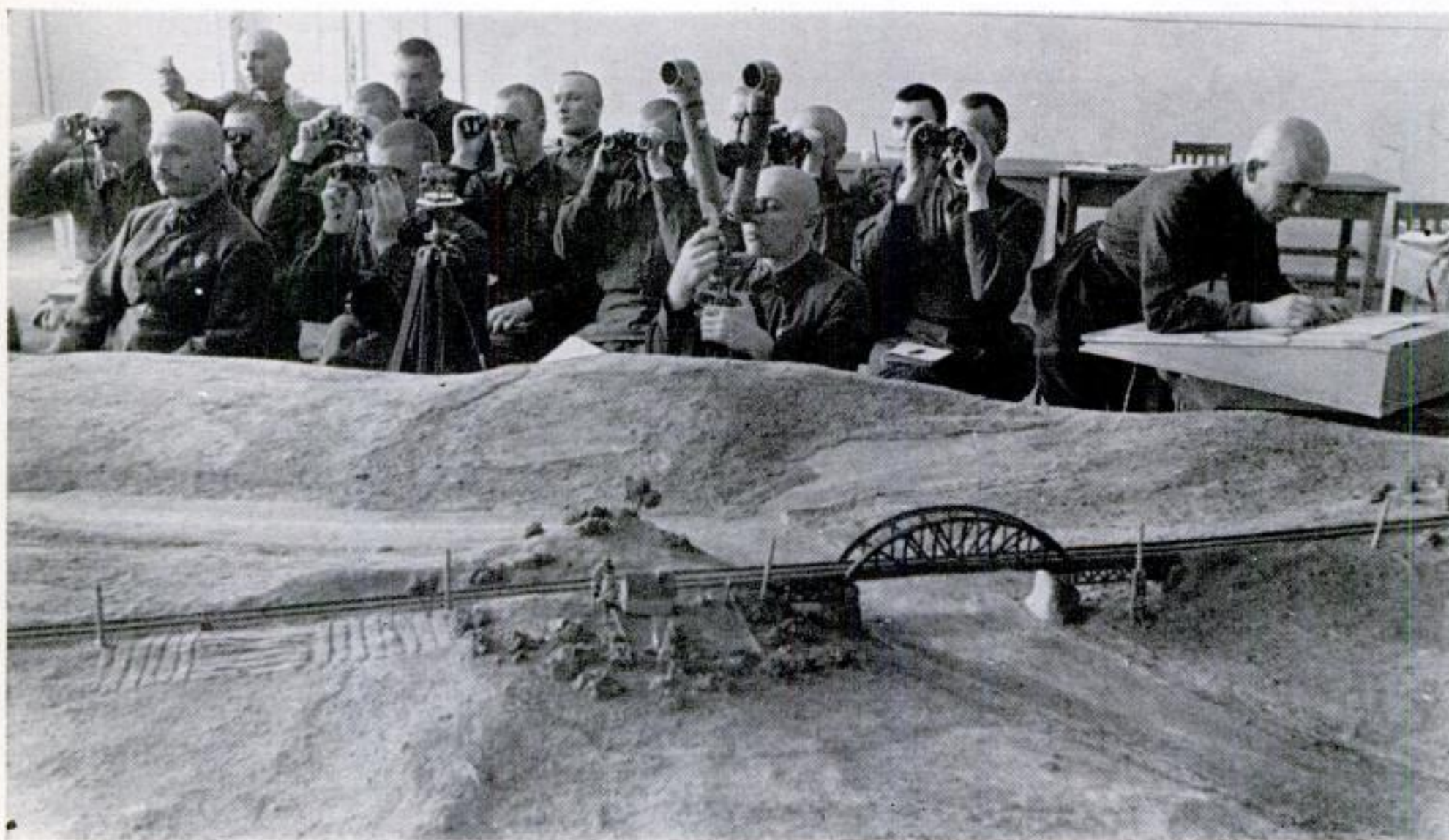
**High officers** relax with their families at Arkhangelskoye Rest Home near Moscow, which once belonged to Prince Yusupov, Rasputin's assassin. Soviet officers must be democratic.





Rychagov, U.S.S.R. President Kalinin, Far Eastern Army Commander Stern and Political Commissars Semionovsky

and Malakhov. Political commissars combine work of a chaplain, morale officer and quartermaster in U. S. Army.



Artillery students learn how to adjust artillery fire on a model terrain. The instructor is at left. Russian home-

made telescopes and binoculars are not bad. Russian artillerymen are trained to fire at close range to enemy.



Motorized 203-mm. howitzers move on steel wheels and caterpillars. They would wreck all but the best roads. The

Red Army's theoretical fire power is tremendous but it would have difficulty supplying its guns with shells in war.

## THE ARMY'S UNIFORMS



**PRIVATE—SUMMER**  
He wears the typical Russian loose blouse.



**PRIVATE—WINTER**  
Plain patch on the collar is red for infantry.



**PARACHUTIST**  
He wears flying suit, carries light machine gun



**COLONEL**  
Three oblong pips on collar: one chevron.



**FIRST LIEUTENANT**  
Three square pips; three chevrons on great coat.



**CAPTAIN**  
Infantry summer uniform. Soft leather boots.



**BRIGADIER**  
Dress uniform; diamond-shaped pip on collar.



**MARSHAL**  
Highest rank in Soviet armies. Big red stars.

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# RUSSIA'S NAVY (continued)

## THE RED NAVY IS STILL ON PAPER

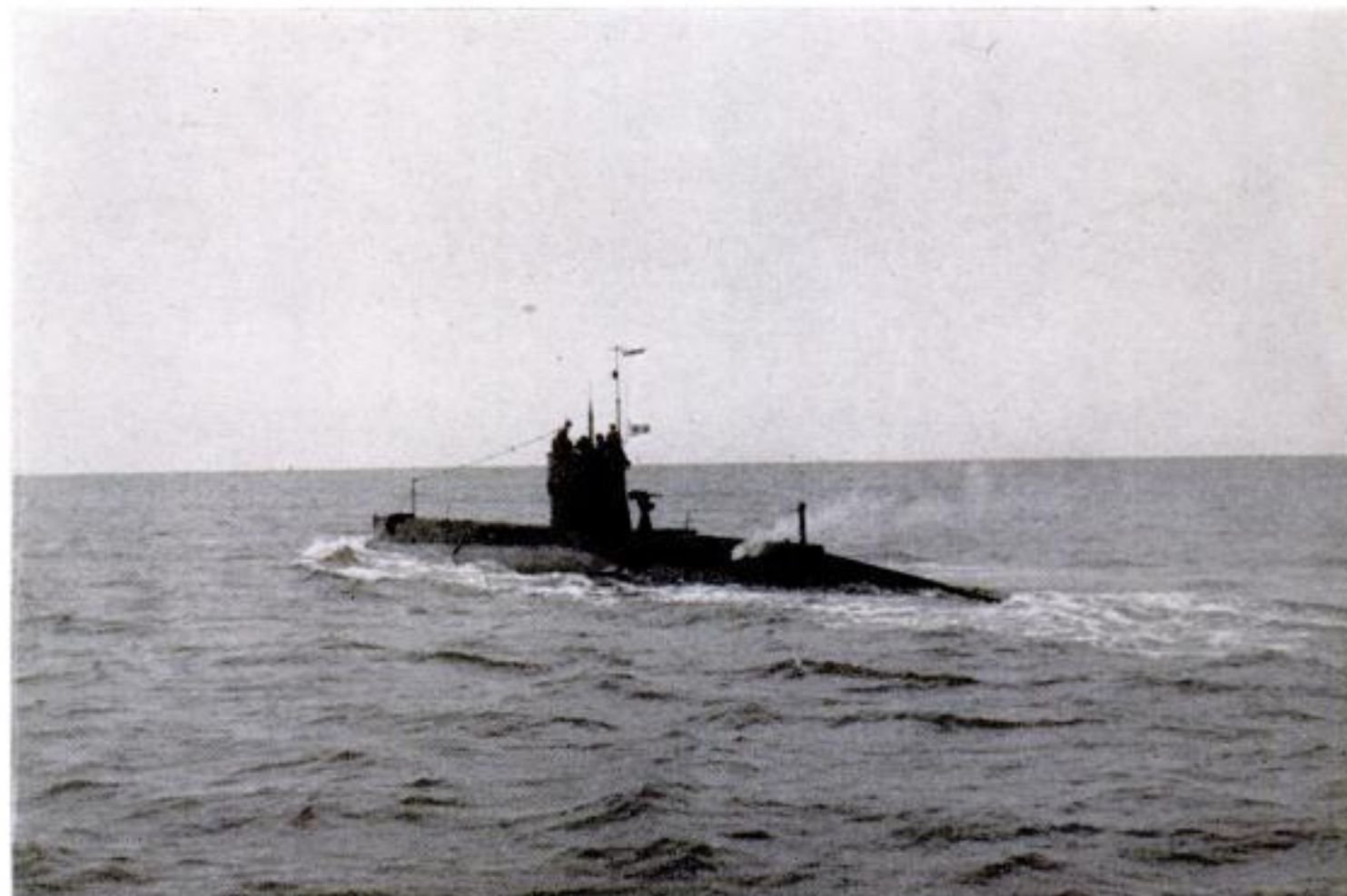
A modern navy is the highest and most exacting product of industrial civilization. Bolsheviks destroyed what little naval shipbuilding industry the Czars had painfully and expensively built up. Result is that today the Russian Navy, as an effective fighting force, is still largely on paper. Russia now says it will have a fleet second to none, but no outsider has ever seen a Russian yard capable of building a modern battleship and Russia must still import the big-

gest guns, armor, boilers and engines. International politics and the anti-Comintern Pact aside, Italians are building nine destroyers on the French Mogador model for the Russians. The famed Purge also wiped out the high command of the Russian Navy.

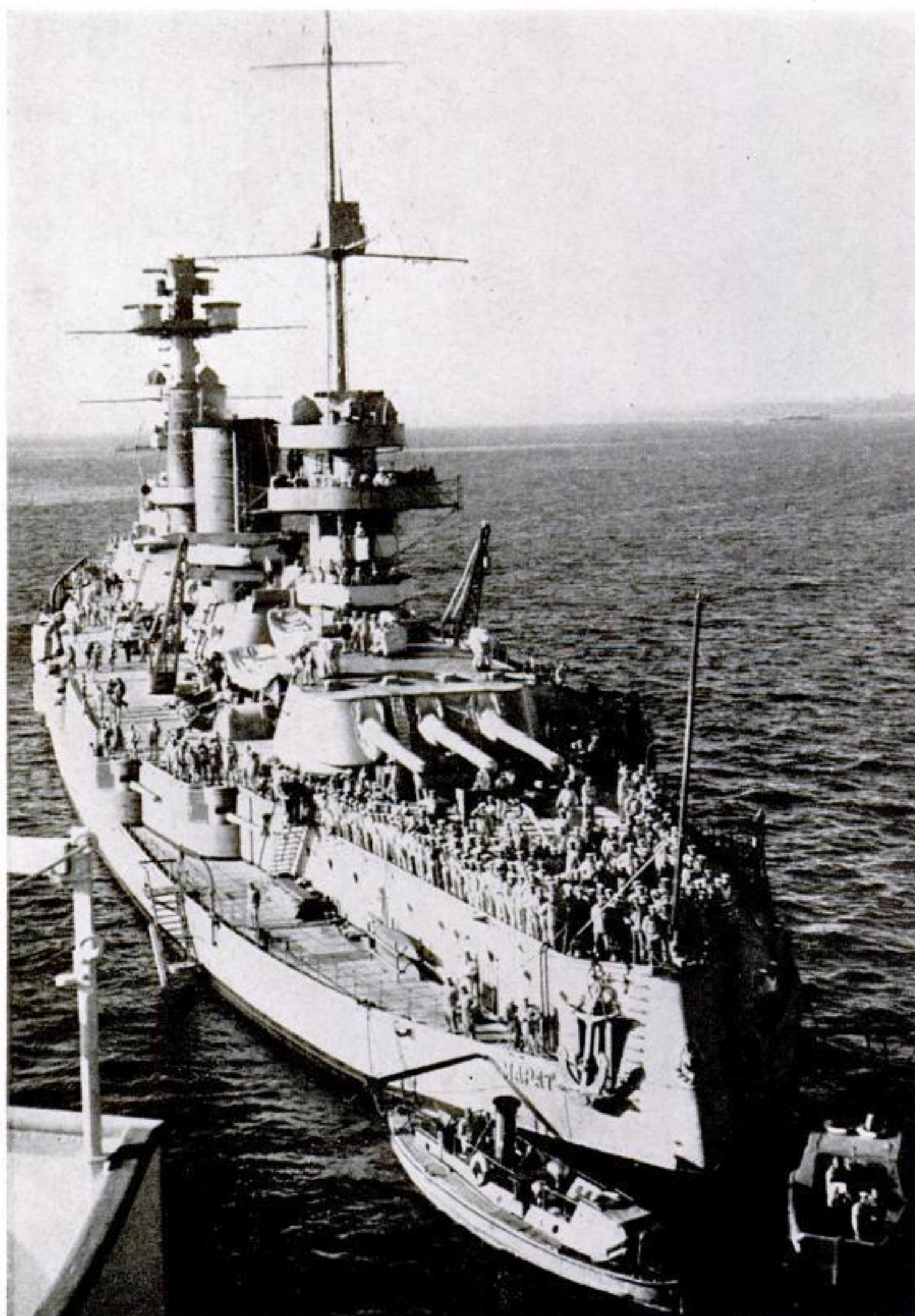
It is logical that the Soviet Union should develop a navy last of all. It is and always has been primarily a land power and its fleet must always be divided among the Baltic, Black, White and Japan Seas.



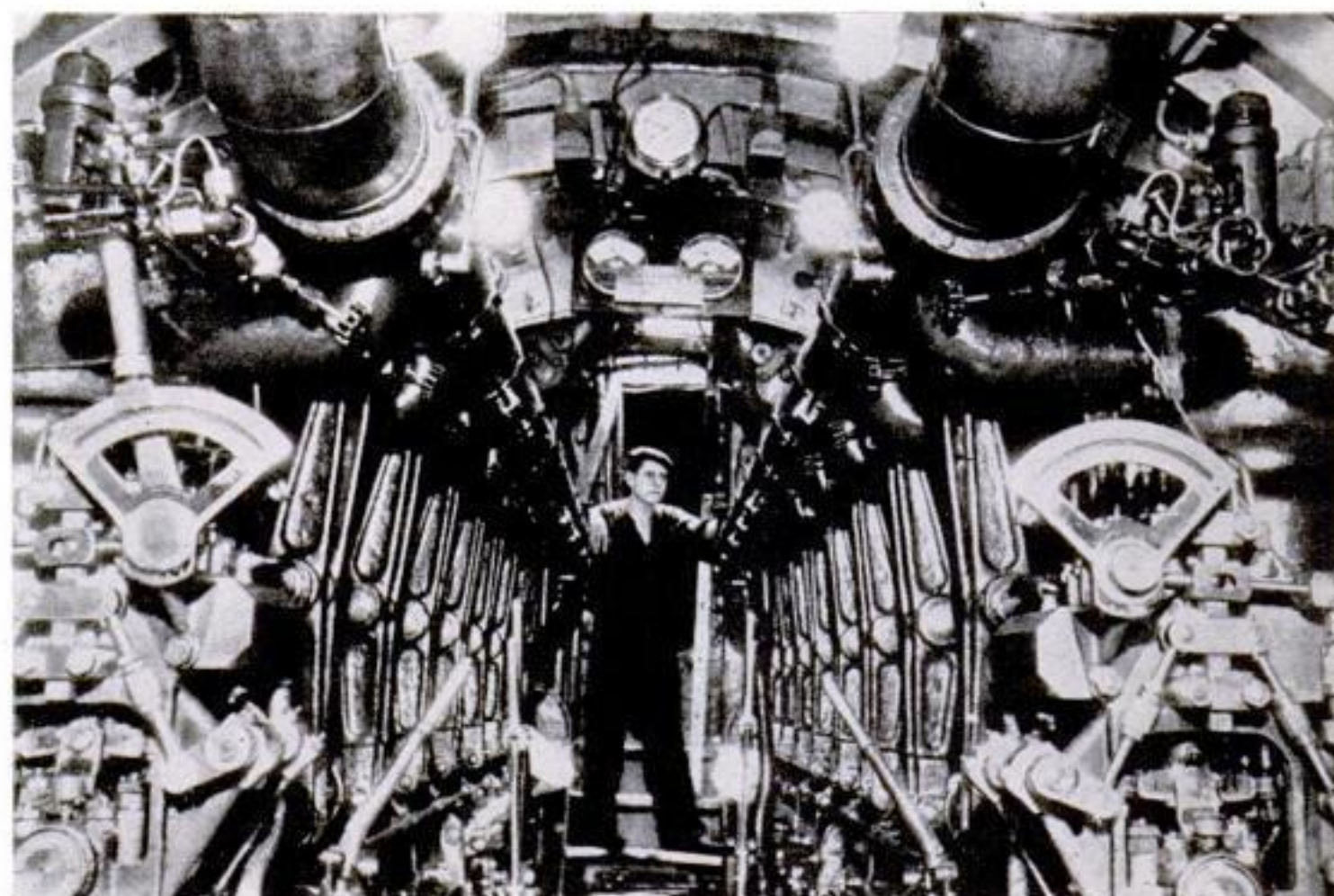
**Torpedo boats**, 50 of them, defend Leningrad and Vladivostok. They carry two torpedoes, make 40 knots, are Italian-type after British boats that sank the *Marat* (below) in 1919.



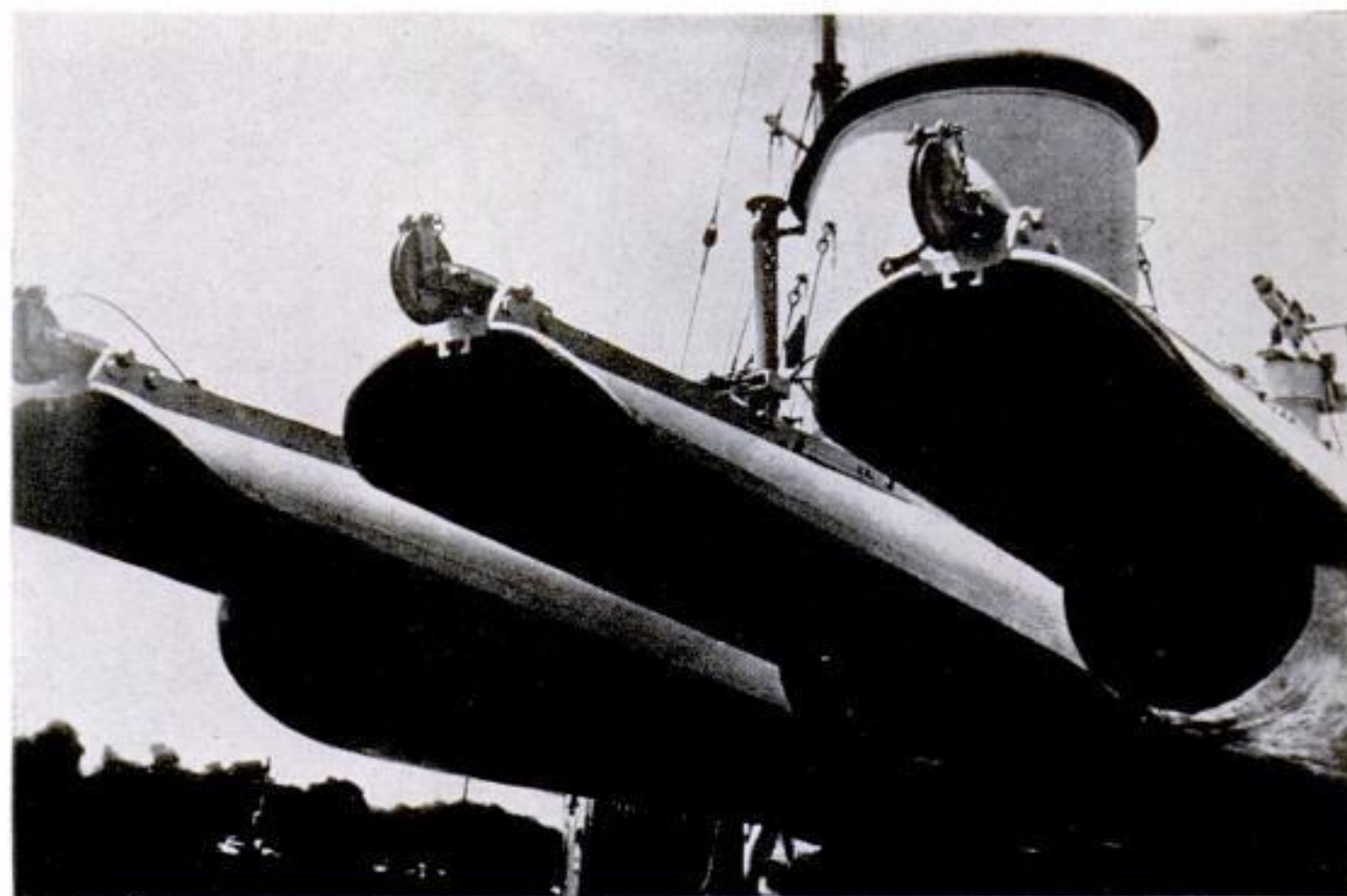
**The submarine fleet** totals perhaps 170, plus efficient mine-laying flotillas. This is a little 1916 submarine of the Kommunist class in the Black Sea, its Diesel exhaust smoking.



**Oldest battleship fleet** in service is the Russian. This is the *Marat*, finished in 1914 on Italian design, sunk by British torpedo boats in 1919, raised in 1920, has twelve 12-in. guns.



**Submarine engine room** shows two Diesel engines, one on each side. This is the same class as the submarine at top of the page. Under water, the submarine runs on electric engines.



**Torpedo tubes** on an old pre-War Russian destroyer, still in active service in the Russian Navy. The torpedoes are fired by compressed air and are still the battleship's worst dread.





Russian railroads are the worst of any great nation in the world. They are improving slowly but far behind the increasing demands now made on them. The engineer and fireman above are wearing the strange-looking Russian gas masks. The lettering СССР is the Russian for U.S.S.R., shown above the

emblem of the railroad, the North-Caucasus, plus Communist hammer and sickle. The engine crew's names are included in the list of the train's engineers and firemen painted on the side of the cab, who are members of the Honorary Brigade of the Rostov Depot. Total Russian mileage is 53,000 miles.

**RUSSIAN RAILROADS  
ARE NOT MUCH GOOD**



## Britain's Royal Youngsters

**O**n April 21, Princess Elizabeth, heir presumptive to the British throne, was 13. On that day she permanently graduated to long silk stockings and was given a diamond bracelet by her father. The portrait at left, taken a few weeks ago, shows the future Queen of England as a reasonably grown-up young lady. With her at the piano in Buckingham Palace is her young sister Margaret Rose.

The others on these pages are Elizabeth's cousins, Edward and Alexandra, offspring of the Duke and Duchess of Kent. They are healthy, high-spirited, mischievous, and a great asset to the British Empire.



The King's daughters, Margaret Rose and Elizabeth, pose at the piano in the music room of Buckingham Palace.

Margaret Rose is 8 and still impish. Elizabeth takes after her grandmother, Queen Mary. Their dog is a Welsh Corgi.



On the nursery sofa, leather-covered for just such rough wear, Prince Edward bounces happily but precariously.



Edward and Alexandra rise to retrieve a toy Edward has tossed away. Edward is fourth gentleman of the realm, ranking after the King, the Duke of Gloucester and his father, the Duke of Kent.



Climbing on sofa, Alexandra imitates brother's bouncing. In succession to the throne, Edward and Alexandra come after Elizabeth, Margaret, Dukes of Gloucester and Kent.





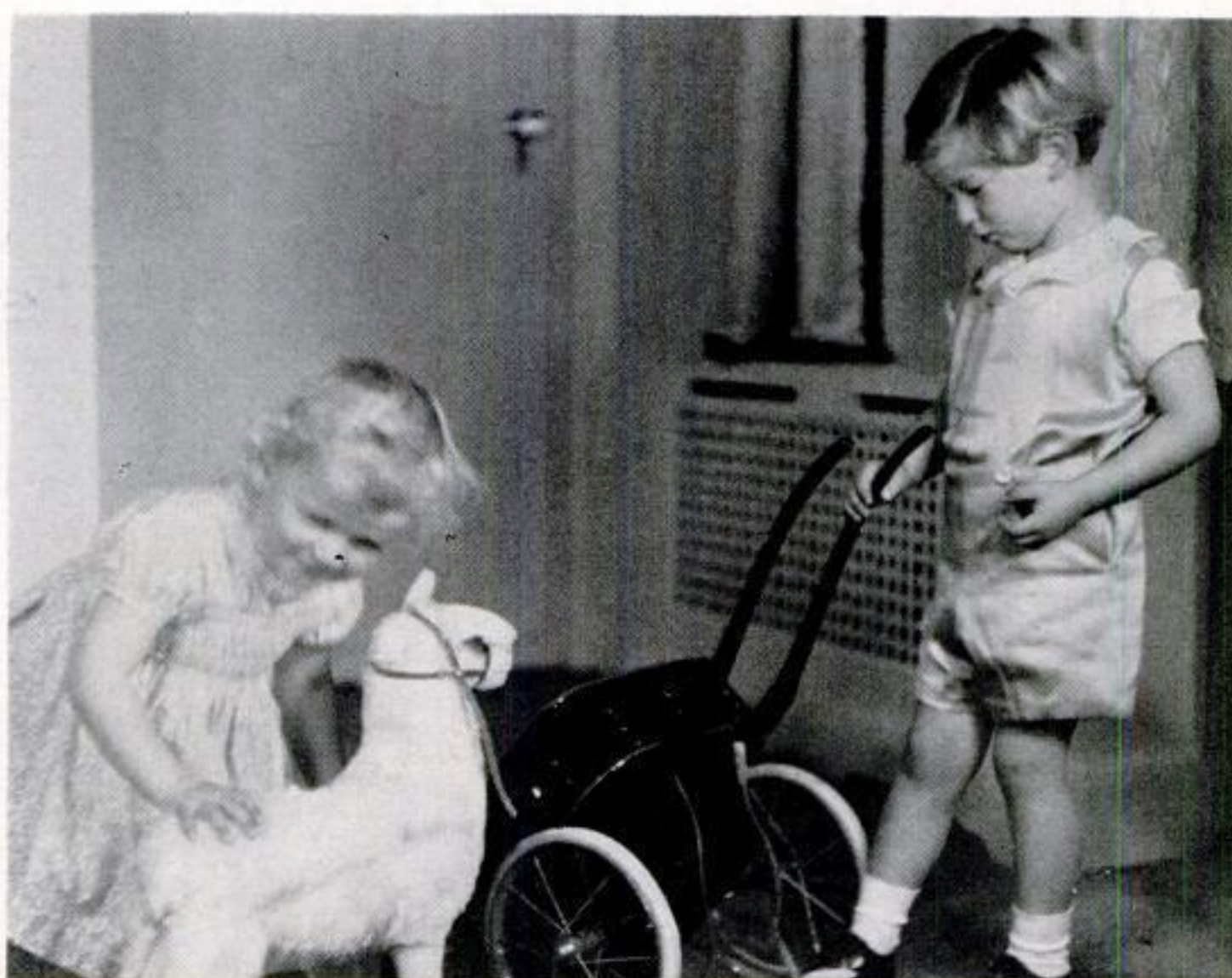
**Edward George Nicholas Paul Patrick Windsor, 3½,** has already been marked as an ingratiating "personality prince." He resembles his namesake and uncle, Duke of Windsor.



**Alexandra Helen Elizabeth Olga Christabel Windsor, 2¼,** has a more determined chin than her brother. Though blonde, she is somewhat like her dark, attractive mother, Marina.



**Alexandra sits** on nursery floor. This is at Duke's country home in Buckinghamshire.



**Alexandra's toy llama** is about to be hitched to Edward's toy dogcart. The children play together amiably but very noisily. Their father is a good playmate.



**Tea service for six** but actual tea for none is laid out on Alexandra's table. Edward, being older, is bossy.



## CLOSE-UP



## A QUORUM OF DIMAGGIOS HAPPILY SURROUNDS JOE

The San Francisco crab-fishing family which produced Joe DiMaggio, baseball's greatest contemporary star, includes enough children for a full-sized ball team. Standing (*l. to r., above*) are Joe DiMaggio Sr., Tom, Mrs. Marie DiMaggio Kron, Mrs. Mike DiMaggio, Dominick, Mrs. Rosalie DiMaggio. Seated (*l. to r.*) are Mike, Mrs. Mamie

DiMaggio Scrivani, Joan Scrivani, Joe DiMaggio, Joe III, Betty Kron and Mrs. Frances DiMaggio Petromilli. This amounts to a quorum of DiMaggios but does not include the whole family. Missing are Vince DiMaggio, several peewee DiMaggios. Middle name of Joe and all his brothers is Paul, Joe DiMaggio Sr.'s favorite saint.



# JOE DI MAGGIO

BASEBALL'S MOST SENSATIONAL BIG-LEAGUE STAR  
STARTS WHAT SHOULD BE HIS BEST YEAR SO FAR

by NOEL F. BUSCH

**O**n the rainy afternoon of May 3, 1936, a tall, thin Italian youth equipped with slick black hair, shoe-button eyes, squirrel teeth and a receding chin, stepped up to the batter's box at the Yankee Stadium and knocked a single down the third-base line.

In the history of baseball, this blow was the equivalent of the first cannon ball that bounced on Fort Sumter. The young Italian was Giuseppe Paolo DiMaggio (pronounced de-mad'jio). The occasion was his big-league debut. DiMaggio had cost the Yankees \$50,000—not a record price, but one high enough to justify the suspicion that, like many other expensive minor-league stars, he would later prove completely worthless. DiMaggio, however, promptly followed his single with two more hits, one of them a triple. This was the beginning of a career in which he became, first, the most sensational major-league rookie on record and then indisputably baseball's No. 1 contemporary player.

Since Joe DiMaggio became their center fielder, the Yankees have won three world championships in a row. Baseball experts are agreed that DiMaggio is entitled to more of the credit for this than any other single member of the club. As the best all-around player on baseball's best all-around team, DiMaggio has been recognized as the logical successor, both on and off the field, to the celebrated Babe Ruth. Baseball is as thoroughly documented as the stock market, and DiMaggio's prowess is attested by innumerable statistics. His batting average has never fallen below .323. He has performed the amazing feat of hitting two home runs in one inning, twice joined the select list of players who have made more than 200 hits in a season and been voted the best athlete in the country. In his first three years, DiMaggio has made the astounding sum, for a major-league novice, of \$100,000. His present wage for four hours of wholesome outdoor exercise on sunny afternoons is \$27,000 a summer.

In his first three sensational years as a big leaguer, DiMaggio has labored under severe handicaps. In 1936, he twisted his ankle and, while trying to cure it, contrived to burn it with a diathermic lamp. In 1937, his spring training was interrupted when he had his tonsils taken out.

CONTINUED ON NEXT PAGE



In 1920, young Joe wore clothes that looked like sloppy baseball uniform.



In 1936, Joe DiMaggio's royal welcome home included a ride with San Francisco's Mayor (right).



This dingy stucco house was where Joe DiMaggio was reared, near San Francisco's Fisherman's Wharf.



This handsome house was bought by Joe when he grew rich and famous.



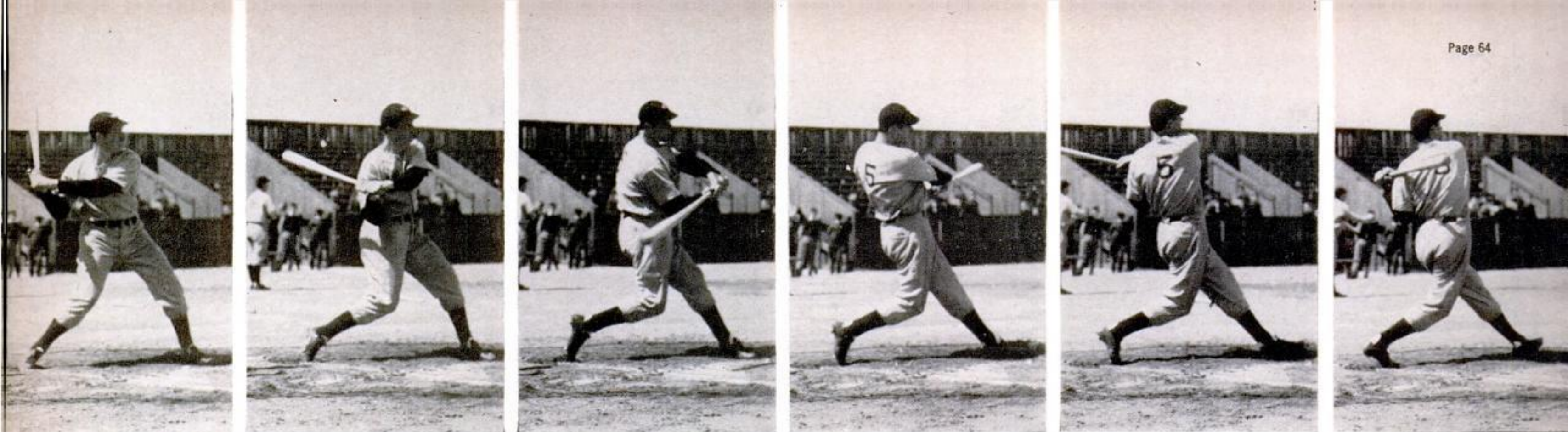
Mrs. Rosalie DiMaggio and Joe DiMaggio Sr. find their new magnificence somewhat depressing, despite wall paintings, Venetian blinds, console radio, artificial flowers, lace antimacassars and cabinet portrait of Joe. Joe DiMaggio Sr. came to California from Palermo in 1903.



Sea-food restaurant (above) on San Francisco waterfront cost Joe \$100,000. Behind Grotto is vacant lot where urchins play sand-lot baseball. Interior of Grotto (below) is furnished in elaborate style. Specialty of the house is *cioppino*, for which an alarming recipe is attached to menu.







## JOE DIMAGGIO AT BAT

**Prodigious power** goes into Joe DiMaggio's hitting swing which recalls Shoelless Joe Jackson's. His hands cross body

far ahead of bat. An extraordinary snap of the wrist then brings the bat through with terrific speed. DiMaggio hits

### DIMAGGIO (continued)

Last year, it was omitted entirely because, offered a salary of \$25,000, he held out for more. Baseball training camps owe their existence less to the necessity for getting players into physical condition than for getting baseball fans into mental condition. Nonetheless, when DiMaggio this year trained on schedule for the first time in his career, it was a good omen. In the Yankees' recent exhibition games, DiMaggio's behavior convinced such authorities as Rud Rennie, James Kahn, Charles Segar, Sid Mercer and John Drebing, baseball writers respectively of the *New York Herald Tribune*, *Sun*, *Mirror*, *Journal-American* and *Times*, that in 1939 he will perform such wonders as to make all his previous accomplishments seem trivial.

Great baseball players in general fall into two classes: specialists like Ruth, who made home runs, or Walter Johnson who pitched the game's greatest fast ball; and all-around players like Ty Cobb, Tris Speaker, Napoleon Lajoie and Honus Wagner, who did everything superbly. DiMaggio belongs to the second category. As a batter, DiMaggio is less spectacular than Hank Greenberg of the Detroit Tigers. As a freak, he is clearly outclassed by Dizzy Dean of the Chicago Cubs. What baseball experts value most highly in a player, however, is a mysterious quality called baseball instinct. In this respect, Joe DiMaggio is without a peer.

In layman's language, baseball instinct can be defined as the ability to size up all the important factors affecting a given play in the split second between the crack of bat against ball and the necessity for deciding what to do about it. DiMaggio proves his talent not so much by spectacular plays as by always throwing to the right base, moving as though magnetized into proper position for long flies and, when at the plate, hitting the ball with astonishing regularity into those sections of the field where no one is waiting to receive it. The result often looks like luck but DiMaggio's luck on closer

inspection usually turns out to be quick thinking.

In the World Series of 1936, trapped off third base through no fault of his own, DiMaggio made a break for home, sliding across the plate head first. Mancuso, the Giants' regular catcher, had been taken out for a pinch hitter in the seventh inning. His substitute dropped the ball and the run thus scored launched a rally that won the game. When DiMaggio reached the dugout, his teammates congratulated him but the Yankee trainer, whose duty is keeping players in good working order, called DiMaggio aside and berated him, pointing out that if Mancuso had been catching he would not only have held onto the ball but might also have broken DiMaggio's collarbone by blocking him with a shin guard. DiMaggio had taken all this into consideration. "Don't worry, Doc," he said, "If Mancuso had been catching, I would have ambled back to third and been put out."

Baseball instinct also includes the ability to perform best when it will do the most good. The Yankees' success in 1937 had many contributing causes but possibly no single play was more significant than one that occurred early in the season in a game against their chief rivals, the Cleveland Indians. Played on Sunday, with the Indians' astonishing young Bob Feller pitching, it drew a capacity crowd of 80,000 to Cleveland's Municipal Stadium. When DiMaggio came to bat in the ninth inning, the score was tied, there were two out and three men on base. If at this juncture Feller had retired the side, Cleveland might well have gone on to win the pennant. He did not do so. DiMaggio characteristically broke up the game with a home run into the left field stands.

### Joe's advantages of birth and temperament

The current baseball pre-eminence of Joseph Paul DiMaggio is not altogether surprising. He was born with singular advantages. His father was a poor Italian crab fisherman. He grew up in San Francisco. Italians, bad at war, are well-

suited for milder competitions, and the number of top-notch Italian prizefighters, golfers and baseball players is out of all proportion to the population. Ball players come from all parts of the U. S. but San Francisco, where small children can play all year round, is the Kimberley of the baseball industry and has supplied the big leagues with an astonishing galaxy of stars, including Joe Cronin, Tony Lazzeri, Frank Crosetti, Dick Bartell and Lefty O'Doul. The baseball proficiency of San Francisco's small fry is such that big-league scouts never pass a one o' cat game without pausing to watch it carefully. A fair share of the city's juvenile element is articulated off to minor-league teams before they emerge from high school.

In addition to his advantages of birth, Joe DiMaggio had advantages of temperament. Nellie, Mamie, Tom, Marie, Mike, Frances and Vincent DiMaggio who, born at two-year intervals, were older than Joe, and Dominic, who was two years younger, were all docile children who obeyed their parents. Joe was lazy, rebellious and endowed with a weak stomach. When Giuseppe DiMaggio Sr.—who had given his eighth child his own name in the hope that he would follow the ancestral DiMaggio occupation of crab fishing—went out in his boat, he was usually accompanied by several DiMaggio sons while the DiMaggio daughters waited on shore to help mend the nets. Joe refused to go fishing because it made him seasick. When his father came ashore he refused to clean the boat, saying that it smelled bad. Driven to idleness by his hatred of fishing, Joe naturally took up with the other small boys on the block who spent all their time playing baseball. Joe DiMaggio Sr., an expert at the Italian bowling game of *bocci*, decided Joe Jr. was incorrigible and soon gave up all hope of making him amount to something.

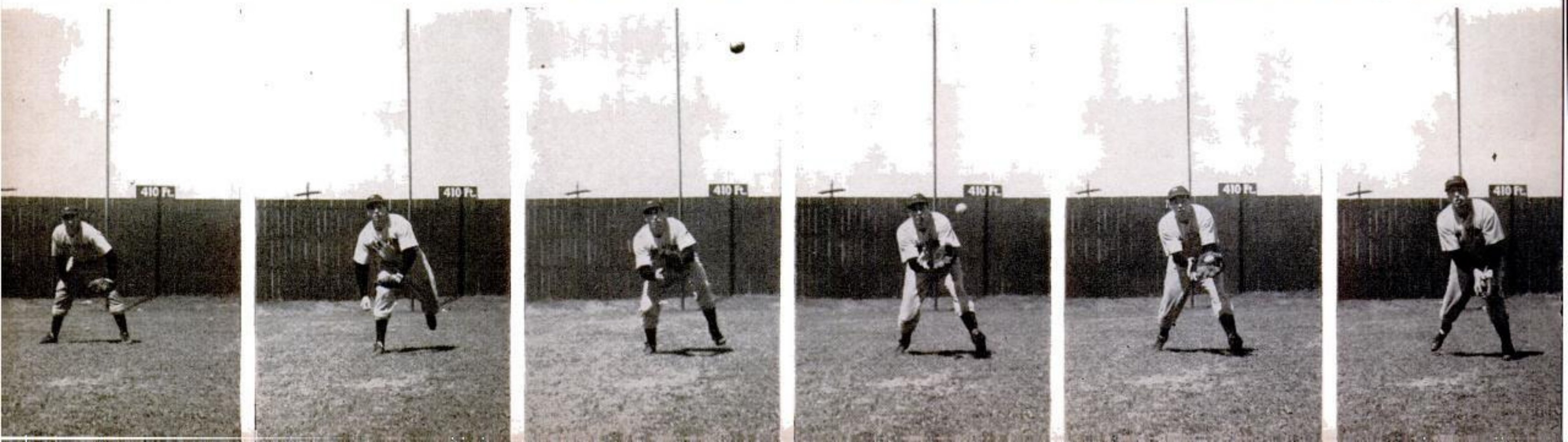
Like other fishing families in San Francisco, the DiMaggios lived on a hill above Fisherman's Wharf, where the 250 members of the crab fleet moor their boats. Half a mile away

**CONTINUED ON PAGE 66**

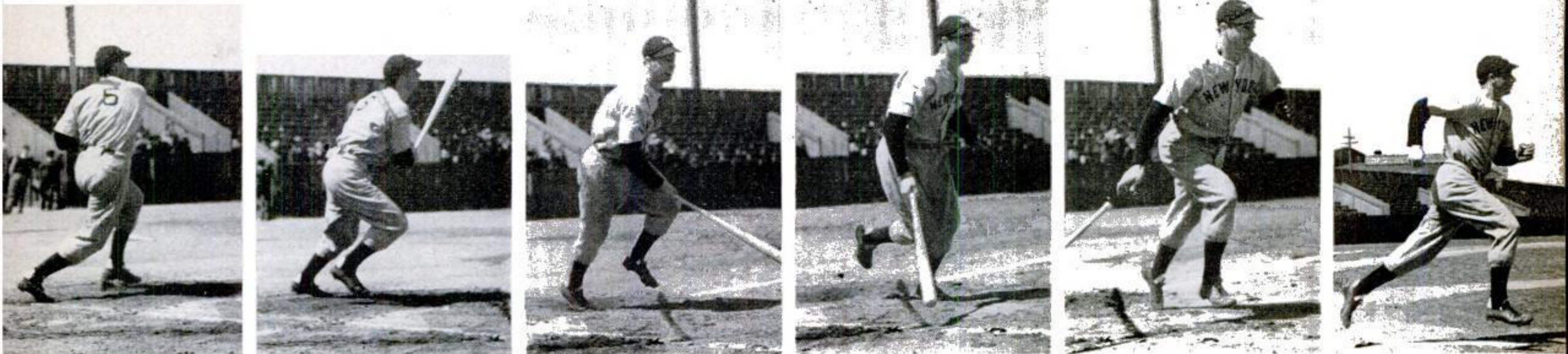
## DIMAGGIO AT CENTER FIELD

**Speed and assurance** mark DiMaggio's fielding technique. Starting at the crack of bat, he runs toward ball with legs

apart to facilitate changes of direction as required. The ball is caught at full speed, while he shifts weight preparatory to







most to left field. At the Yankee Stadium, this is a handicap. Built to accommodate Babe Ruth, a left-handed hit-

ter, the Stadium's right-field stands are closer to the plate. After hitting the ball, DiMaggio makes a long, loose follow-

through, drops the bat as he starts for first base. He runs with a long, smooth stride, watching fielder retrieve ball.



SLIDING PADS ARE WORN UNDER DI MAGGIO'S PANTS

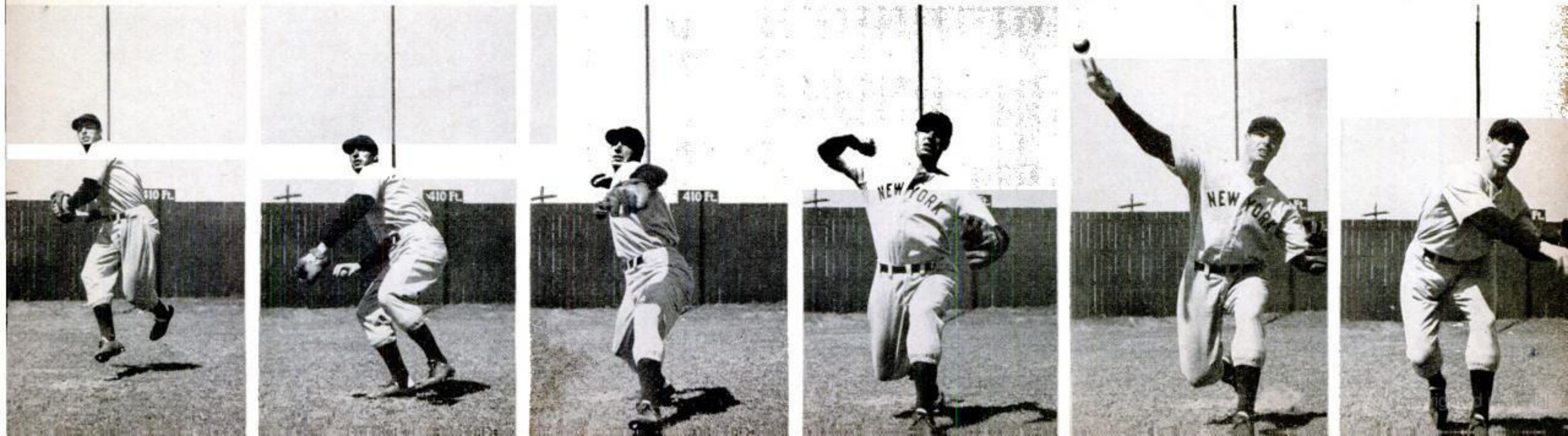


ON ROAD TRIPS, DI MAGGIO IS AN INDEFATIGABLE CARDPLAYER. HIS SPECIALTY IS CASINO

long throw. Center fielders have to cover more ground than right fielders or left fielders, who are each flanked by grand-

stands. DiMaggio, who plays close in to second base, catches more short flies than most center fielders. Like his hitting

swing, DiMaggio's throw is characterized by a long, easy motion, last-second wrist snap and fluent follow-through.





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Joe listens to cash register, for publicity purposes. Posing for such absurd pictures is part of DiMaggio's job.



Joe cannot cook and does not like spaghetti much.

## DI MAGGIO (continued)

from the wharf was a sand patch called "the horse-lot" because a dairy company used it as a parking space for milk wagons. By shooing the horses to one side and putting down four rocks for bases, the horse lot could be converted into a baseball diamond. Horse-lot baseball was played barehanded, with a tape ball and an old oar handle for a bat. There was, however, one essential difference between baseball as played on the horse lot and sand lots elsewhere in the U. S. Almost any urchin who could make good on the horse lot was worthy of at least a tryout with a professional team.

Joe DiMaggio's rise in baseball is a testimonial to the value of general shiftlessness but before it got him into baseball, the very indolence which later helped him to succeed almost ruined his career. When his father stopped trying to make him go fishing, Joe stopped wanting to play baseball. From 14 to 16, he paid no attention to the game at all. When his inertia caused him to give up school after one year in high school, instead of taking up baseball as a profession, Joe DiMaggio decided on a career as a newsboy which seemed easier because he could just stand still and shout.

## The knot-hole route to baseball fame

Baseball proficiency in San Francisco is as valuable as polo proficiency in Hollywood. Just as equestrian movie producers often hire as executives young men whose only qualification is a knowledge of horses, San Francisco merchants often hire young men solely because of their skill at baseball. This aspect of the game, ignored by Joe DiMaggio, was not overlooked by his more ambitious brother Vince who, infected by Joe's early enthusiasm for the game, had also become a habitué of the horse lot. In 1929, a local merchant picked Vince to pack oranges and play center field. Two years later, when Vince had graduated to the San Francisco Seals, Joe DiMaggio contrived to lose his job as a newsboy. The next day, with nothing to do and no prospects in sight, he wandered happily over to the field where the Seals were practicing to watch his hard-working brother. Had he shown enough initiative to climb into the grandstand and sit down, Joe might never have joined the Yankees. Instead, he chose to peer through a knot hole near the players' entrance where a scout named Spike Hennesse who, as a friend of Vince, knew Joe by sight, invited him to come in on the field. Joe accepted and his destiny was settled.

Two days after Joe lost his newsboy's job, the Seals's shortstop left the team. Joe got his place and got a triple the first time he went to bat. The next season, conscientious Vince DiMaggio injured his shoulder when he fell making a hard catch. Joe inherited his position at center field. In 1934, by hitting safely in 61 consecutive games, Joe smashed to bits a Coast League record made 18 years before. By 1935, he was hailed as the best player in Coast League history, and every club in the major leagues was bidding for his services.

Joe's incredibly rapid rise included a two-year interruption. In 1934, he twisted his ankle getting out of a car. The Yankees, fearing he might be permanently unsound, let their option run two years to be on the safe side. For a recruit to make good in his first year as

A very dead fish is pulled up by Joe, for benefit of the cameraman.



Touching toes with hands is one of Joe's least remarkable achievements. Shoes are size 9½.



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For a bit part in the movies Joe gets painted, powdered and scented by happy extra girls.

In a swimming pool with more girls, Joe pretends to play ukelele.

DiMaggio did in 1936 is rare. The feat of becoming in one year an outstanding star has never been done before and may never be done again.

### The DiMaggios ride high

Joe DiMaggio's sudden transformation from a penniless newsboy to a national celebrity occurred before he even had time to grow. When he joined the Seals, he was fragile, pale and undersized. He now stands 6 ft. 2 in. and weighs 198 lb. Its effect upon the other DiMaggios has been noteworthy. Vince DiMaggio, still a ball player, followed Joe to the major leagues two years ago. Though he tried hard, he failed to make good and is now with the Kansas City Blues. Joe DiMaggio Sr. ceased to consider baseball a vice when his sons started to get paid for playing. He retired from fishing and has since become a baseball buff, going to several games a week and abusing the umpires in English. When Mrs. Rosalie DiMaggio came to the U. S. in 1903, she traveled across the continent in a day coach. In 1936 she rode to the World Series in a drawing room on a streamlined train, carrying an armful of Italian sausages for Joe.

Baseball fans love to argue. They will argue from dawn to dusk about who is the greatest catcher, pitcher, or second baseman in the history of the game. For many years, however, all arguments of this sort have had one major premise: that Ty Cobb, Babe Ruth and Tris Speaker were the three best outfielders who ever lived, which has become almost as much a part of the game as the belief that after three strikes a batter is out. Possibly DiMaggio's greatest professional achievement is that his activities have already raised a doubt upon this point. Ironically, Speaker is partially responsible for this. Two years ago, when they met for the first time, DiMaggio asked Speaker to point out defects in his technique. Speaker said: "There are two things wrong. You're better than you think you are, and you play too deep." He explained that DiMaggio, being able to run back for flies faster than most outfielders, should play in close to the infield where he would be in position to catch short flies. DiMaggio took his advice. He now seldom misses long flies, but playing much closer to second base than most center fielders, catches more short ones than any other outfielder in baseball.

Speed is also the keynote of DiMaggio's batting style. A batter who swings faster than the average enjoys a double advantage. When he hits the ball it will travel farther, and he can start his swing later. According to Walter Johnson, the familiar baseball phrase "control," when applied to a big-league pitcher, does not mean, as most fans suppose, control of the ball's direction. It means, primarily, control of the point at which it starts to curve. A curve should "break" not half way to the plate when a batter can prepare for it nor after it has crossed the plate when it does no good, but exactly 2 ft. in front of the plate, when the batter, having started his swing, cannot redirect it. DiMaggio's reflexes are so fast that even a curve which breaks perfectly may not be effective.

When in 1936 Joe DiMaggio gave unmistakable signs of being the greatest Italian star in the history of baseball, the effect upon New York's Italian population was amazing. Subway guards as far away as Coney Island were accosted by recent immigrants who

CONTINUED ON NEXT PAGE

Joe's big hand conceals name of prop fountain pen.

Posing as a crab fisherman like his father is often unavoidable for Joe. He hates fish and fears crabs.



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**NO TELL-TALE FLAKES** on my coat collar. And I thought my hair was clean. Was I surprised when I tried the Fingernail Test!



I ASKED OLD DOC WARD, the druggist and what he didn't tell me! "You young squirts are all alike. Slick your hair down with grease... then expect a weekly shampoo to keep it clean of dirt and dandruff!"



"OKAY SMART GUY!" says I, "but what do you use on that prize winning mop of yours?"

"I USE OIL!" says Doc. "Don't interrupt me. I mean this new 3-action Wildroot-with-Oil. It's the old Wildroot formula that's been eliminatin' dandruff scales since you were in kindergarten...plus pure vegetable oils that can't build up grease on your scalp!"



THAT SOLD ME! But what knocked me over was the introductory half price sale! Only 17¢ for the 35¢ size. And did it do the trick!



60c size cut to 29c. Limited time only!

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1. CLEANS AS IT GROOMS 2. RELIEVES DRYNESS  
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Joe DiMaggio and Joe Louis chat in Joe DiMaggio's Grotto on San Francisco waterfront. Like Heavyweight Champion Louis, DiMaggio is lazy, shy and inarticulate.

### DI MAGGIO (continued)

wanted to know "Which way da Yankee Stadium?" When DiMaggio made a hit, huge Italian flags, smuggled into the bleachers by his admirers, were unfurled and shaken. Last year, DiMaggio's enormous popularity evaporated suddenly. Whenever he appeared out of town he was roundly booed. At home, his presence aroused such violent antipathy that one of his teammates suggested that he wear a catcher's mask on the back of his head to protect himself against missiles pitched at him from the grandstand. DiMaggio's sudden disfavor was puzzling at first but its cause soon became apparent. In money arguments between players and their employers, fans usually side with the former. In DiMaggio's case they felt that a young man in his third term of major-league competition should be satisfied with \$25,000 a year.

### Too much advice: He goes on strike

DiMaggio's holdout last year was not due entirely to his avarice. Another and even more important factor was his brother Tom, vice-president of San Francisco's energetic Fisherman's Union. When Tom DiMaggio learned that Joe was being forced to sign a contract for a picayune percentage of the money he brought to the box office, he considered it an outrage and urged him to take action. Unfortunately for the DiMaggios, the U. S. national game is run according to strictly Fascist lines. Its dictator is Judge Kenesaw Mountain Landis. Solidarity among baseball players is impossible since, in the nature of the sport, rival teams are supposed to hate each other bitterly and any co-operation between them would remove their reason for existence.

Joe DiMaggio's strike was a failure. Tom DiMaggio has since ceased to be his baseball advisor and taken to running Joe DiMaggio's Grotto, the restaurant in which Joe has invested most of the capital which he has acquired from salary, World Series' prize money and endorsements. The Grotto is an elaborate establishment decorated in chromium and leather, which makes a specialty of DiMaggio *cioppino*, a delicacy made out of crabs, tomatoes, sherry wine and garlic.

Among the innumerable erroneous ideas about baseball entertained by the public which pays for the game, are the notions that: 1) baseball players keep rigorous training for six months of the year 2) all ball players are phenomenally stupid and 3) baseball players are prodigies of physical energy.

As a matter of fact, baseball players do little or no training. Unlike fighters whose problem is to be in the peak of condition for a special occasion, their problem is to keep up interest in the game over a long period. Many trainers insist that players dissipate a little whenever they feel so inclined, both because it prevents them being bored and because, if they exercise self-control, they may develop inhibitions which slow down their physical reactions. The legend that baseball players are stupid is a canard promulgated by reporters who, being professionally articulate themselves, fail to understand athletes who quite properly regard words as a waste of time. The theory that professional athletes are physically active is equally preposterous. The truth is that the salient quality of most

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good athletes is a kind of muscular lethargy which enables them, when called upon for reflex action, to furnish it with an explosive violence garnered from doing nothing at most other times.

There have been baseball players who contradict these axioms of the game. Moe Berg, the erudite catcher of the Boston Red Sox, is a graduate of Princeton, a doctor of philosophy and a linguist who can speak ten languages including Sanskrit. Berg, however, is more celebrated as a polyglot than for quick thinking behind the plate. Lou Gehrig, the Yankees' famous Iron Horse, is celebrated as one of the slowest-witted athletes in history. Characteristically, when Gehrig gets into a batting slump, he tries to recover from it by reading the *Life of Voltaire*. Joe DiMaggio is not as ignorant of aesthetics as the ball player who, when reading a funny paper, asked a companion whether he had ever seen Joe Palooka in the flesh. It cannot be said, however, that he has ever worried his employers by an unbecoming interest in literature or the arts, nor does he wear himself down by unreasonable asceticism. In laziness, DiMaggio is still a paragon.

Although he learned Italian first Joe, now 24, speaks English without an accent and is otherwise well adapted to most U. S. mores. Instead of olive oil or smelly bear grease he keeps his hair slick with water. He never reeks of garlic and prefers chicken chow mein to spaghetti. Unlike many ball players, he does not chew tobacco. His favorite pastimes are listening to the radio and going to the movies. His favorite radio star is Bing Crosby, whom he calls "Bingaroo." His favorite movies last year were *Jesse James*, *They Made Me a Criminal* and *In Old Chicago*. His favorite star is Gloria Stuart.

### Joe has a hero: Lefty Gomez

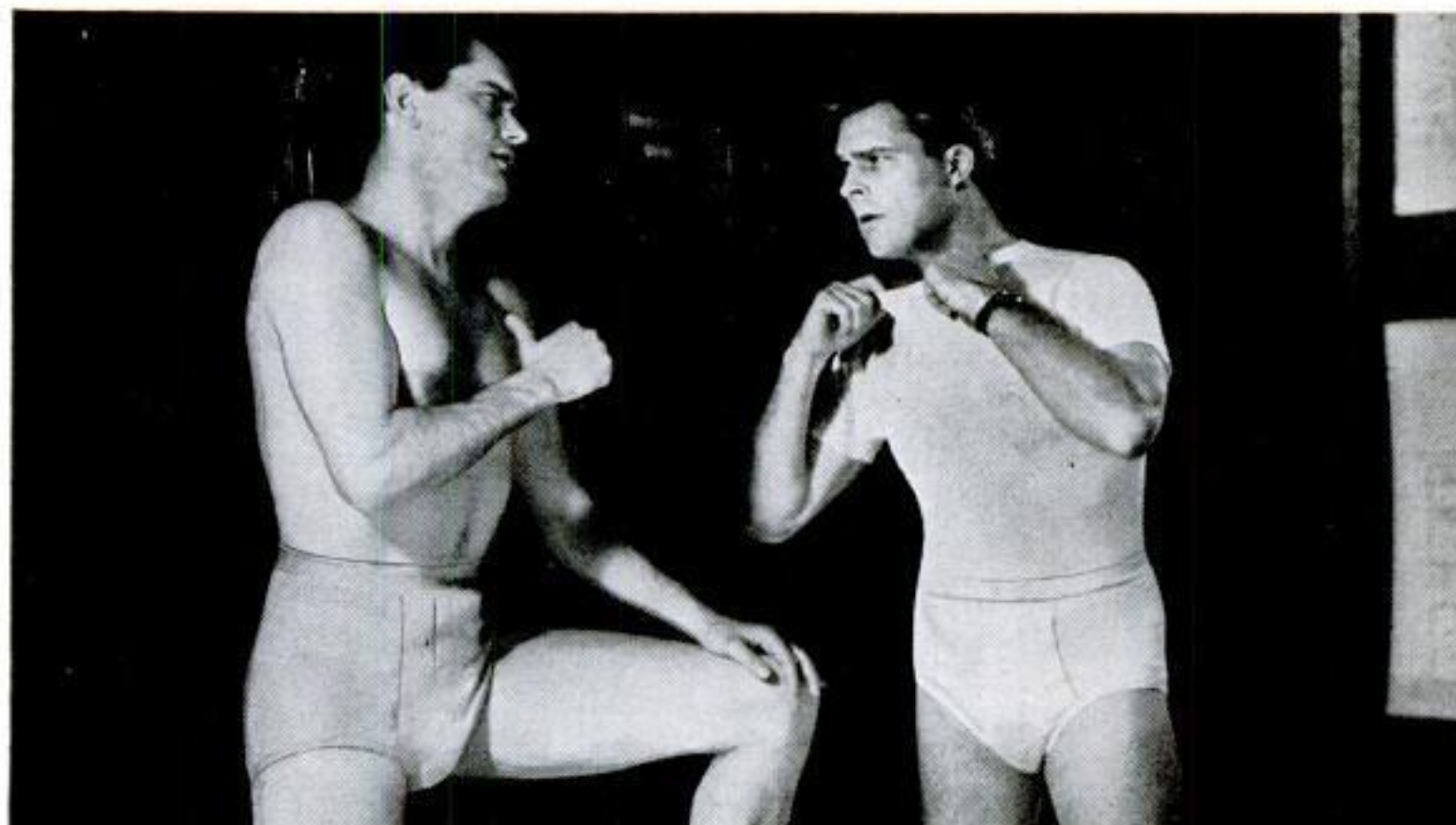
Most ball players are intensely superstitious. So are fishermen. Since he despises fishing, Joe DiMaggio despises superstitions. The hero of a majority of America's small boys is a hero-worshiper. His hero is Lefty Gomez, the Yankees' famous and eccentric left-handed pitcher whose wife is June O'Dea, the musical-comedy star. Joe, who has not yet sublimated his appreciation of the opposite sex to the point of a courtship, admires Gomez for his *savoir-faire* and copies his mannerisms. On the Yankees there are two social groups, the bridge-playing group led by Lou Gehrig, and the casino-playing group, led by Gomez. DiMaggio, well-liked by most of his teammates, belongs to the latter.

Possibly the fact that DiMaggio has eight brothers and sisters partially explains the fact that he feels completely at ease only on a baseball diamond or at home. Unlike most baseball stars who spend their winters hunting, traveling or showing off, Joe DiMaggio retires quietly to the house which he bought for his parents two years ago. At home, Joe DiMaggio passes most of his days at the Grotto or in the DiMaggio kitchen, chatting with his father or his friends from horse-lot days, one of them now a Grotto bartender. On winter mornings he gets up about eleven, raises the Venetian blind in his room across the courtyard from the kitchen and starts to dress. When Mrs. Rosalie DiMaggio sees the blind go up she starts cooking Joe's favorite dish—an omelet flavored with onions and potatoes. By the time Joe is ready, the omelet is also ready. He sits down in the kitchen comfortably and eats it.



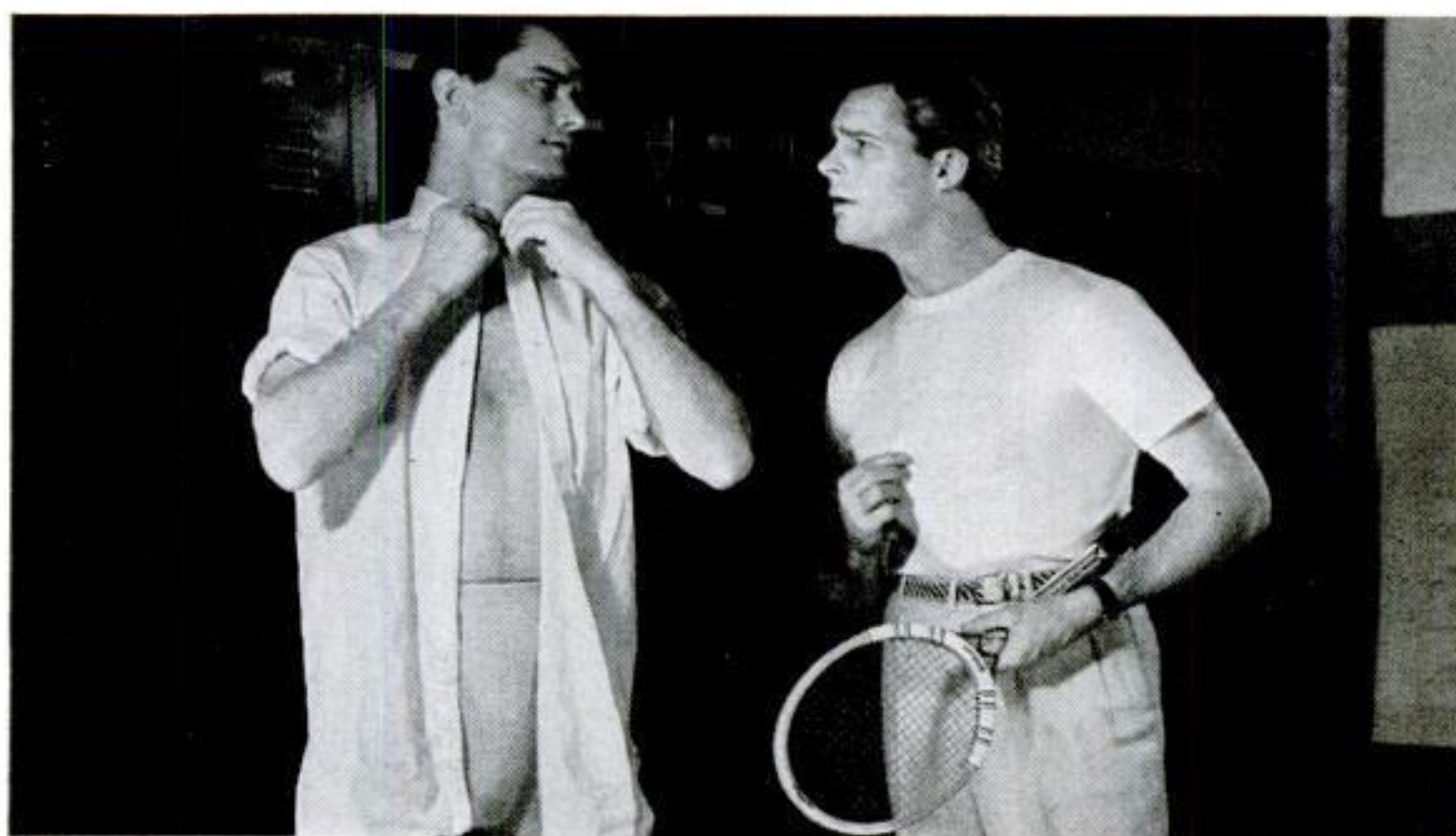
**Autograph-seeking children** mob DiMaggio at St. Petersburg, Fla., where the Yankees train. Like other celebrities, DiMaggio sometimes cynically signs a pseudonym.

## Keep Your Shirt On!



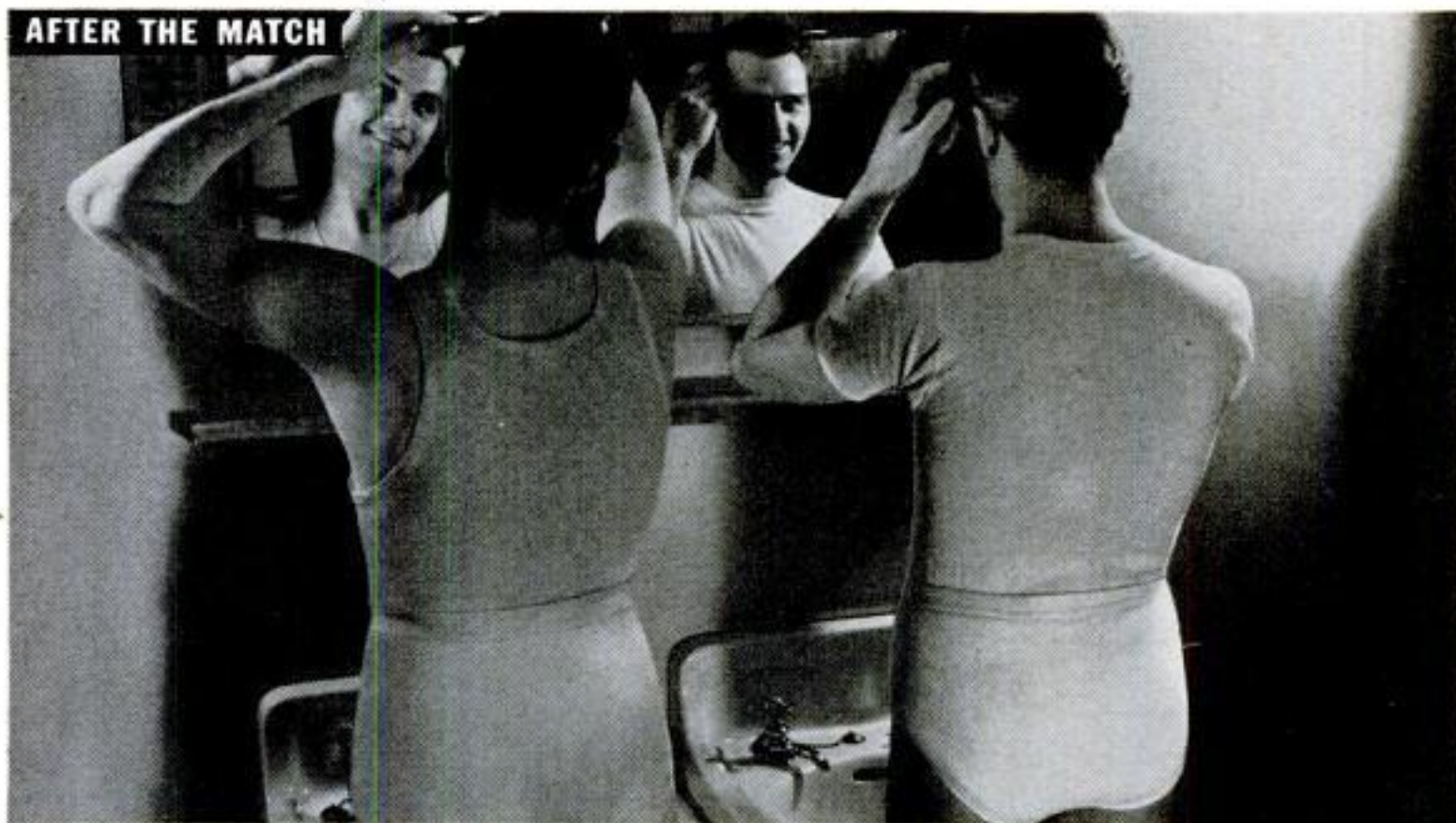
**PETE:** Not me, Pal. I'm keeping my top off! That sun's fierce today.

**BOB:** Now look—get a load of this! See this crew-neck top? I wear 'em all year round. And I'm going to keep it on right now when we go out on the court. *Nothing* over it!



**PETE:** Efficiency expert, huh? They call it lazy where I come from!

**BOB:** All right—don't be a wise-guy! Can't you see it's correctly cut for action? And because it's *knitted*—it soaks up perspiration—*really keeps you cool*. Here! You just try one!



**PETE:** Well—I've certainly got to hand it to you! It worked. I was cool as the old cucumber! Who makes 'em?

**BOB:** Munsingwear! Same people who make our SKIT-Shorts. They know the long and the short of it for cool comfort!

Munsingwear SKIT-Shorts with elastic waist band and leg-hem; worn with athletic shirts. Blue, green, tan and white. Shorts, 75c... shirts, 75c.

Munsingwear *knitted* crew shirt with wing sleeves; worn with SKIT-Shorts. White. Shirts, 50c and 75c. SKIT-Shorts, 50c.

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THE 900 SENATORS AND DEPUTIES OF FRANCE MEET IN THE CONGRESS HALL AT VERSAILLES TO ELECT A PRESIDENT, APRIL 5. SENATE PRESIDENT JEANNENEY ON HIGH ROSTRUM.



After the voting, a cavalcade of cavalry and motorcars pours out of Versailles on its way to Paris and the Elysée Palace to notify the winner, President Lebrun. Notice little girl in shawl at right.



The notifiers march out of Versailles Palace. Between the two officers are, from left: bearded Senate President Jeanneney, spectacled Paris Chief of Police Langeron and Premier Daladier.

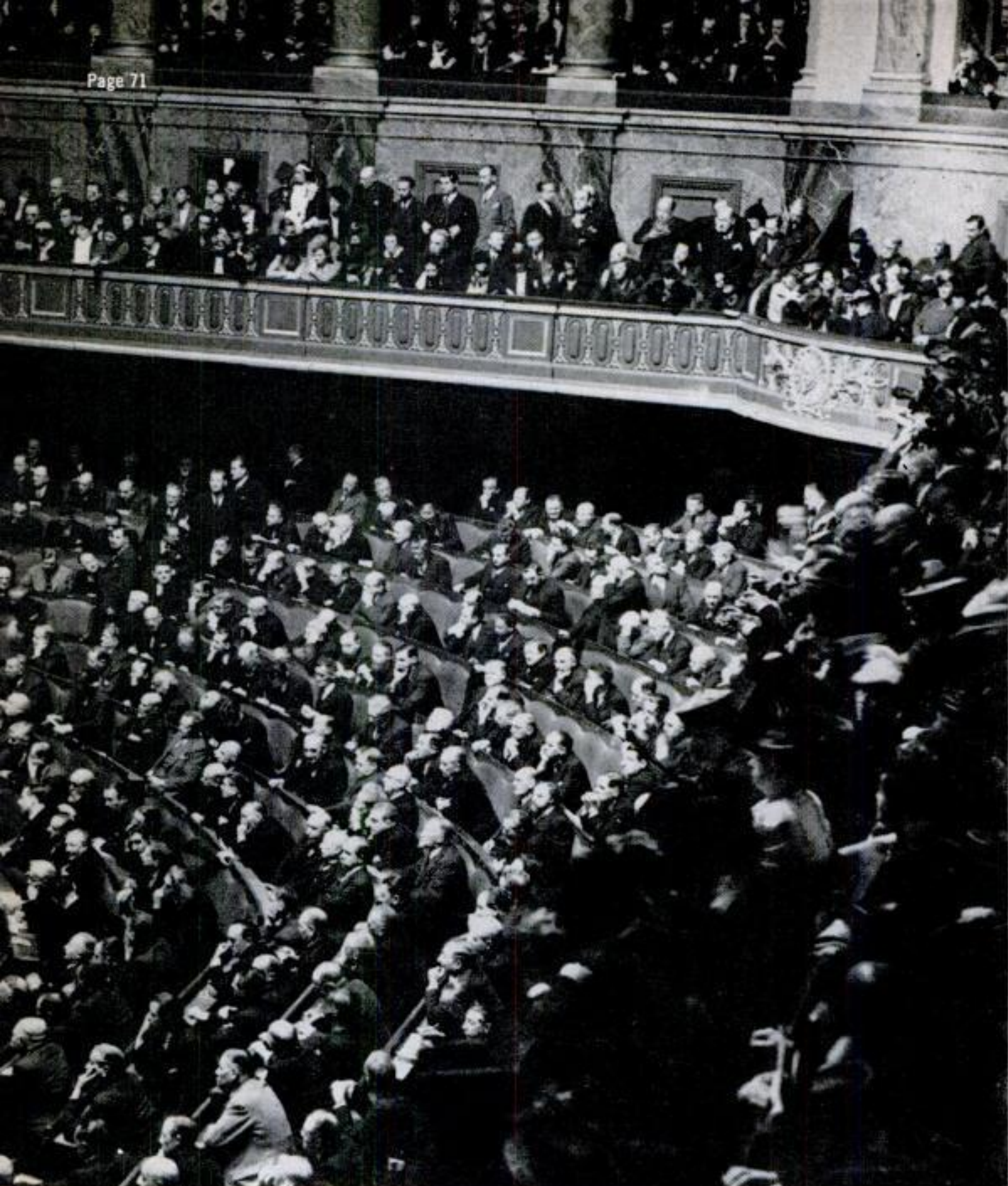
All Paris goes to Versailles for the elections. Among lunchers at Trianon Palace Hotel are: (1) Politician Bouisson and ex-Premier

Laval; (2) Marquis de Polignac (Pommery Champagne), Mme Raymond Patenôtre, Socialist Jean Zay; (3) U. S. Am-

bassador Bullitt, Novelist Colette, Polish Ambassador Lukasiewicz; (4) wife and two daughters of ex-Premier Flandin.







AS EACH MAN GOES FORWARD TO VOTE, FRIENDS AND ENEMIES CHEER AND BOO

## Life Goes to Election of a French President at Versailles

The time had come on April 5 to elect a President of France. The old President, Albert Lebrun, had spent seven years standing through ceremonial functions, listening to the *Marseillaise* and putting in a solemn word at Council meetings. No man could love France better than M. Lebrun but he was getting a little tired of the *Marseillaise*. Nevertheless it seemed to Premier Daladier and the conservatives of France that for the oncoming time of crisis there could be no better President of France than this same M. Lebrun.

The Senate and the Chamber of Deputies met jointly as a National Assembly in the unused Congress Hall in the south wing of the royal palace at Versailles, and to Versailles also went the notable gadabouts of Paris to make a fine holiday out of the occasion. The worlds of society, politics, diplomacy, stage and literature all turned out in their best hats. Before the voting they all made sure they were seen lunching at the Trianon Palace Hotel (*see below*) and most of them had the traditional dish for a French election—sole. Then they packed themselves into the Congress Hall galleries. The Government provided an impressive cavalry and motorcycle escort for its people and a few comedians showed up (*see next page*). After some screaming at one another, the Assemblymen re-elected President Lebrun by a comfortable margin for another seven years.



President Albert Lebrun (right) gets the news of his re-election as President of France from Premier Daladier (at microphone). The job of President pays \$47,000 plus an equal sum in allowance.



Lebrun's family are, from left: Daughter, Son-in-Law Freysselinard, and their children Pierre and Anne; President and Mme Lebrun holding Gérard Lebrun; Son Jean, wife and other son.

(5) Labor Minister Pomaret, wearing jeweled elephant on lapel, and beautiful, guitar-playing wife of Trade Expert Hervé Al-

phand; (6) Foreign Minister Bonnet; (7) Princess Edmond de Polignac (born Winnaretta Singer of the sewing machines), Fi-

nance Minister Reynaud and British Ambassador Phipps; (8) German Novelist Vicki Baum; Shakespearean Scholar Gillet.



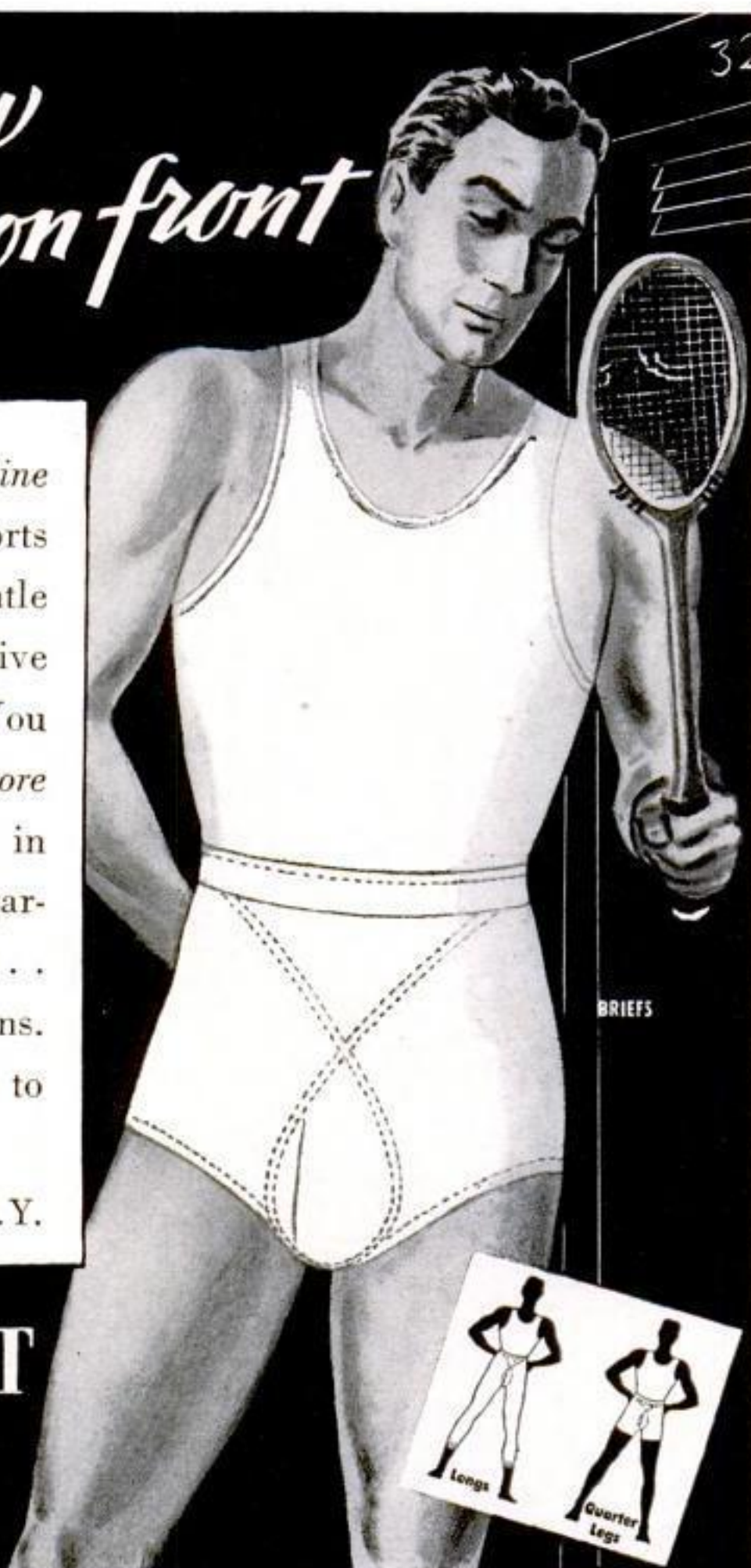


# This New Suspension front

... creates truly masculine underwear—knitted shorts with *real*, firm, but gentle support needed by active men and youths. ... You feel better and dress more neatly, all day long, in these modern athletic garments. No back seams. ... no binding. No buttons. No ironing. ... Shirts to match. 50¢ & 75¢.

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— And You'll Jump Out of Bed in the Morning  
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.

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Focus . . . 3 ft. to Infinity • Complete with Neck Cord  
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FLAVOR FOR  
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Daily use of Resinol Ointment and Soap soothes and improves clogged ugly skin.  
**RESINOL**  
SOAP AND OINTMENT

**Mothersills**  
SEASICK REMEDY  
PREVENTS CHILDREN from having TRAVEL NAUSEA

## Life Goes to an Election (continued)



Maurice Chevalier talks to Béatrice Dussane, onetime star of *Comédie-Française*, after lunch at the Trianon Palace.



Communist Marcel Cachin got 72 votes from Communists in election. He is an unremarkable old Communist wheel horse.



Senegalese Deputy Galandou Diouf and his wife in bright green smile all over. He wears all his medals, she her jewels.



Phony candidates for President included Druggist Démarais (wearing two Legion of Honor medals) who was arrested.



Through the excitement of a French presidential election, the bigwigs' chauffeurs play belote on a newspaper in the vast cobbled courtyard of the Versailles palace of the kings of France. In belote, like pinochle, you try to take high-card tricks.

Photographs by amateurs submitted to LIFE's Contributions Department are considered on an equal basis with those of professionals. They should be submitted to:

Contributions Editor **LIFE** Rockefeller Center, New York City





*In a fine museum piece it is the art behind the craftsmanship which inspires admiration. In Scotch Whisky it is blending . . . . an art which accounts for Teacher's fine quality, distinctive taste . . . and universal appeal. 'It's the flavour'*



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**TEACHER'S**  
Perfection of Blended  
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## LIFE'S PICTURES



David E. Scherman, 23, who took the pictures of Remo Bufano's giant World's Fair puppets (pp. 6-8) and the World's Fair girls (p. 20), is a newcomer to LIFE's staff of photographers. A graduate of Dartmouth, he went to work in LIFE's business offices in December, 1936. In his spare time he understudied LIFE's photographers, covered several assignments for LIFE and, a few weeks ago, was given his new job as a regular staff photographer. He works with Contax and Speed-Graphic. His hobby, he says, is arguing with cops at the Fair.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—CARL M. MYDANS  
2—Bot. U. WERNER WOLFF of CAMERA FEATURES  
4—MAJESTIC PHOTO FINISHERS, BEAUMONT, TEX.  
6, 7, 8—DAVID E. SCHERMAN  
11—A. P.  
12—W. W.—INT.—INT.  
13—W. W., INT.—W. W.  
14—ACME—A. P., W. W.—P. I., ACME  
15—CINCINNATI POST PHOTO by EUGENE SMITH  
16—CARL BIGELOW & ALBERT HARRIS of OAKLAND TRIBUNE—LOTTE ERRELL-PIX, THOS. D. MCAVOY  
17—WALT SANDERS from B. S., A. P.—ACME  
18, 19—FORTUNINO MATANIA  
20—DAVID E. SCHERMAN  
21—Bot. U. DAVID E. SCHERMAN; cen. column KARGER-PIX; rt. column DENYS WORTMAN in N. Y. WORLD-TELEGRAM, permission UNITED FEATURE SYNDICATE  
22, 23—EDITORIALE AERONAUTICA-LUCE  
24—KARGER-PIX exc. I. CHARLES BURNETT  
27, 28—PIERRE WALTER from GRAPHIC FEATURES  
30, 31, 32—From "DESERTS" by GAYLE PICKWELL, PH. D., published by WHITTLESEY HOUSE  
35—G. E. RICHARDSON for PARAMOUNT exc. bot. rt. UNION PACIFIC  
36—Lt. column G. E. RICHARDSON for PARAMOUNT; rt. column UNION PACIFIC  
41—EISENSTADT-PIX  
44—FERNAND BOURGES  
45—Courtesy THE CORCORAN GALLERY OF ART  
46, 47—ERIC SCHAAL-PIX  
48, 49, 50—RAEMAEEKERS, courtesy DOUBLEDAY DORAN & CO.  
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57—SOVOTO exc. rt. column MAX SCHWARTZ  
58—T. PRESLIT, SOVOTO—bot. U. TRIANGLE PHOTO SERVICE; cen. rt. SOVOTO  
59—SOVOTO  
60—BARON from B. S. exc. t. lt. PHOTO by MARCUS ADAMS in North America by TORONTO STAR NEWSPAPER SERVICE  
61—BARON from B. S.  
62—SAN FRANCISCO CHRONICLE  
63—WALLACE KIRKLAND exc. bot. cen. A. P. and bot. lt.  
64, 65—CARL M. MYDANS  
66—W. W., A. P.—INT., A. P.  
67—INT., W. W.—bot. rt. A. P.  
68—W. W.  
69—A. P.  
70, 71—P. I.—A. P., P. I., A. P., P. I.—SCHALL-PIX (2), P. I., SCHALL-PIX (2), P. I., SCHALL-PIX (2)  
72—SCHALL-PIX  
73—HANSEL MIETH

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## EVERYONE WHO WANTS A NEW CAR SHOULD READ THIS

**YOU ARE ENTITLED** to know exactly what finance charge you are to pay and exactly what insurance coverage you are to receive when you buy your new car on any Time Payment Plan. To clear up any confusion in your mind Commercial Credit Company *openly publishes* its financing rate and available insurance coverage on new cars of any make. This company, with more than \$65,000,000 invested capital, makes the following pledge to you:

### Guaranteed Rate—No Hidden Charges

If we handle your time payment transaction on your new car of any make, through your local dealer, *we guarantee that the financing rate you will pay does not exceed \$6.00 per year per \$100* (50 cents per month) on your original unpaid balance plus charge for the insurance you receive, payable in 12 to 18 or more equal monthly instalments. Some states require a small charge for filing, recording or tax, which is added. This rate is available through acceptable dealers anywhere in the United States. No hidden charges for "investigation" or otherwise.

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To protect your investment, you will receive an insurance policy or certificate issued by one of the largest insurance companies, covering loss by fire—actual value; theft—broad form; collision—deductible type; and other accidental physical damage to your new car. *We guarantee that you will get exactly the coverage you pay for and not pay any more for such insurance* than the regular published rates charged by the same insurance company for the territory in which you live.

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Have your local dealer arrange your complete time payment transaction at one time and in one place. Our 27 year experience and our dealings with millions of time payment buyers convince us that this is to your best interest. It is easiest, quickest, safest and most satisfactory for you.

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The 192 local offices in the United States which offer Commercial Credit service are operated by experienced local people, who live, pay rent and taxes and spend their money in your community. These offices and many employes have local bank accounts and instead of sending funds out of, they bring additional funds into, your community. You can be assured that they will give you sympathetic and fair treatment. Establish your credit through one office and you can obtain preferred service through all. This is very helpful should you move or need insurance advice in case of an accident or damage to your car while away from home.

You can depend upon the dealer who gives you Commercial Credit financing service on your new car. Commercial Credit Company knows its business. Its service is courteous, convenient, safe and economical . . . *it is guaranteed.*

*Al Duncan*

Chairman of the Board

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Not more than  
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A YEAR PER HUNDRED DOLLARS  
BASED ON ORIGINAL UNPAID  
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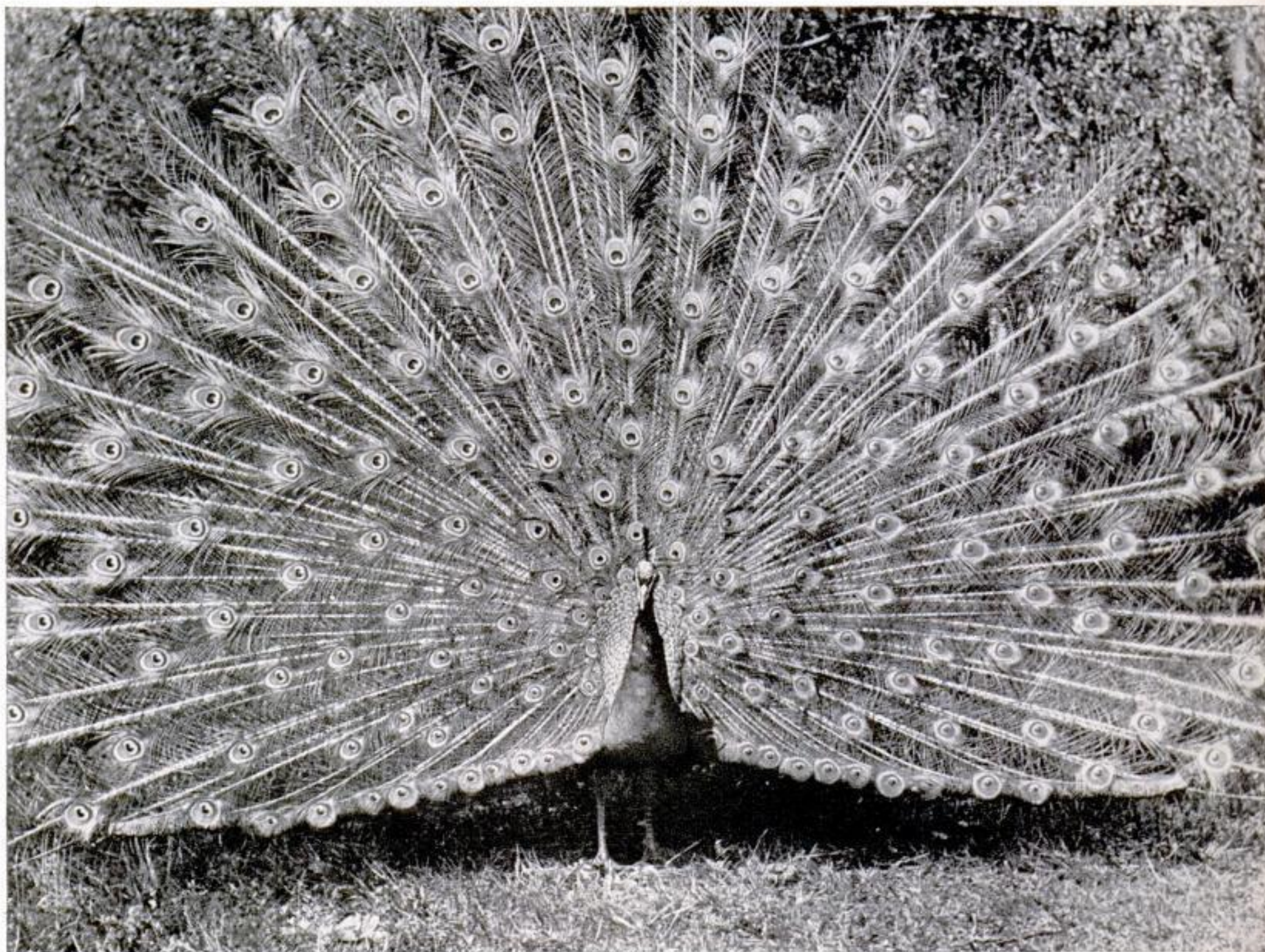
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you will pay no more than you should  
and get everything that you pay for.

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## PICTURES TO THE EDITORS



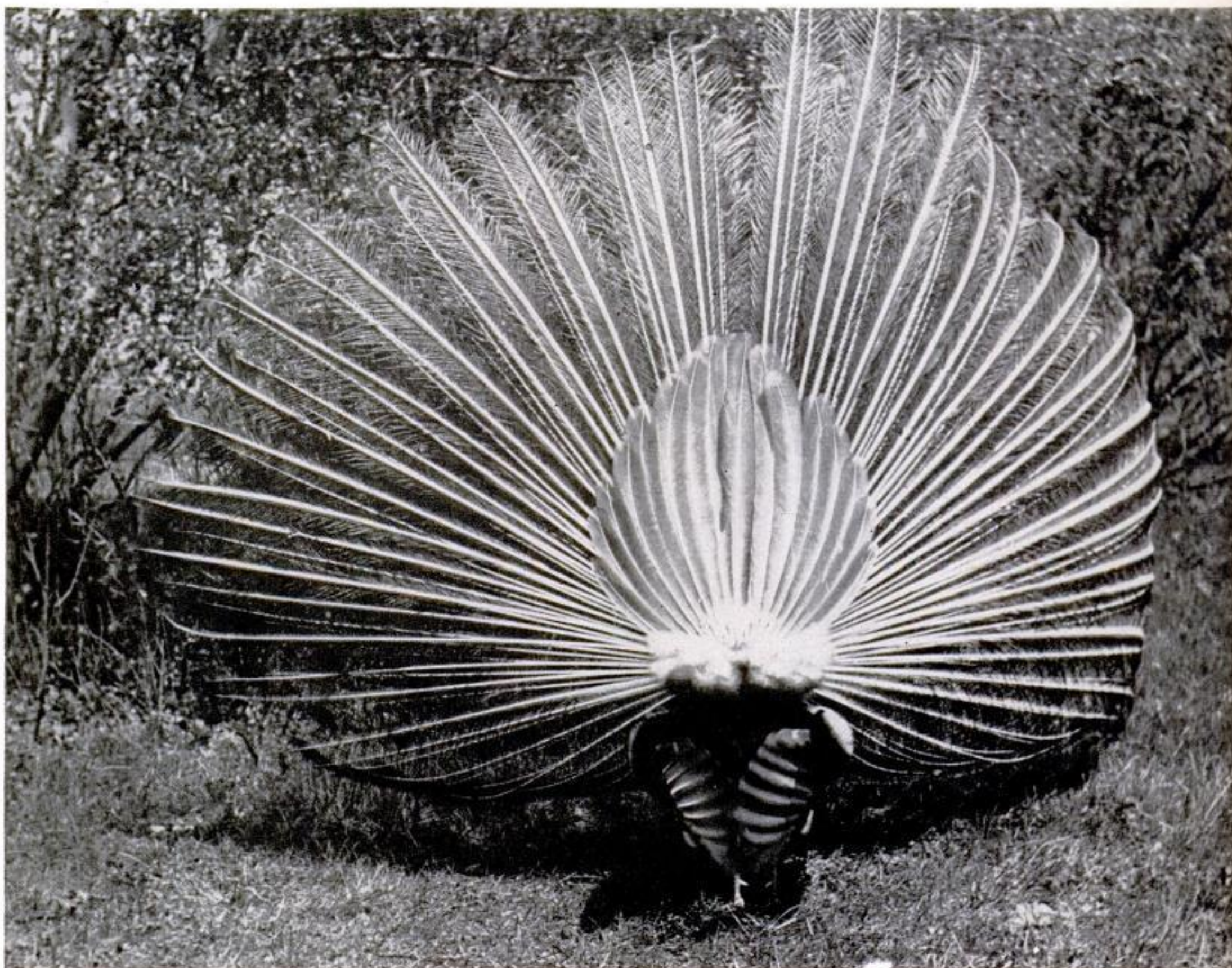
PEACOCK FORE AND AFT

Sirs:

In one of your early issues you ran two pictures of a hippopotamus named Lotus, viewed from both ends. I am sending you similar fore-and-aft views of a peacock, recently shown in our exhibition of Natural History Photography. The pictures were taken by Prinzessin E. von Arenberg in Munich. I have her permission to send them to you.

JOHN H. FULWEILER

The Academy of Natural Sciences  
Philadelphia, Pa.



### A LAVISH CIGAR FOR LEISURE MOMENTS

At your club—after dinner—or aboard your morning train . . . sometime soon settle back in cushioned comfort and be wreathed in the luxurious aroma of a Webster's Fancy Tales cigar.

If you have contended that only premium-priced imported Cuban cigars afford true luxury smoking, Websters will quickly dispel the notion. With a filler of as fine long Havana as can be grown, Websters also embody the highest of custom craftsmanship . . . all at a price that makes you wonder how it's done!

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CUSTOM MADE CIGARS

FANCY TALES

Golden Wedding . . . 10c  
Perfecto Chico . . . 10c  
Queens . . . 2 for 25c

15<sup>c</sup>

*First in the Social Register*



## LIEUTENANT AND KIDDIE

Sirs:

When I was a lieutenant in the 157th Infantry in France 21 years ago, I had my picture taken with two French kiddies in the village of Sancergues (Cher), France.

Years later I learned that Sergeant Frank Downer of our company had returned to France, married the girl and returned to San Diego, Calif. I visited them Easter Sunday and had another picture taken of the same girl and myself. Here they are.

JACK BARSBY

Ex-lieut., 157th Infantry Band, A.E.F.  
North Hollywood, Calif.



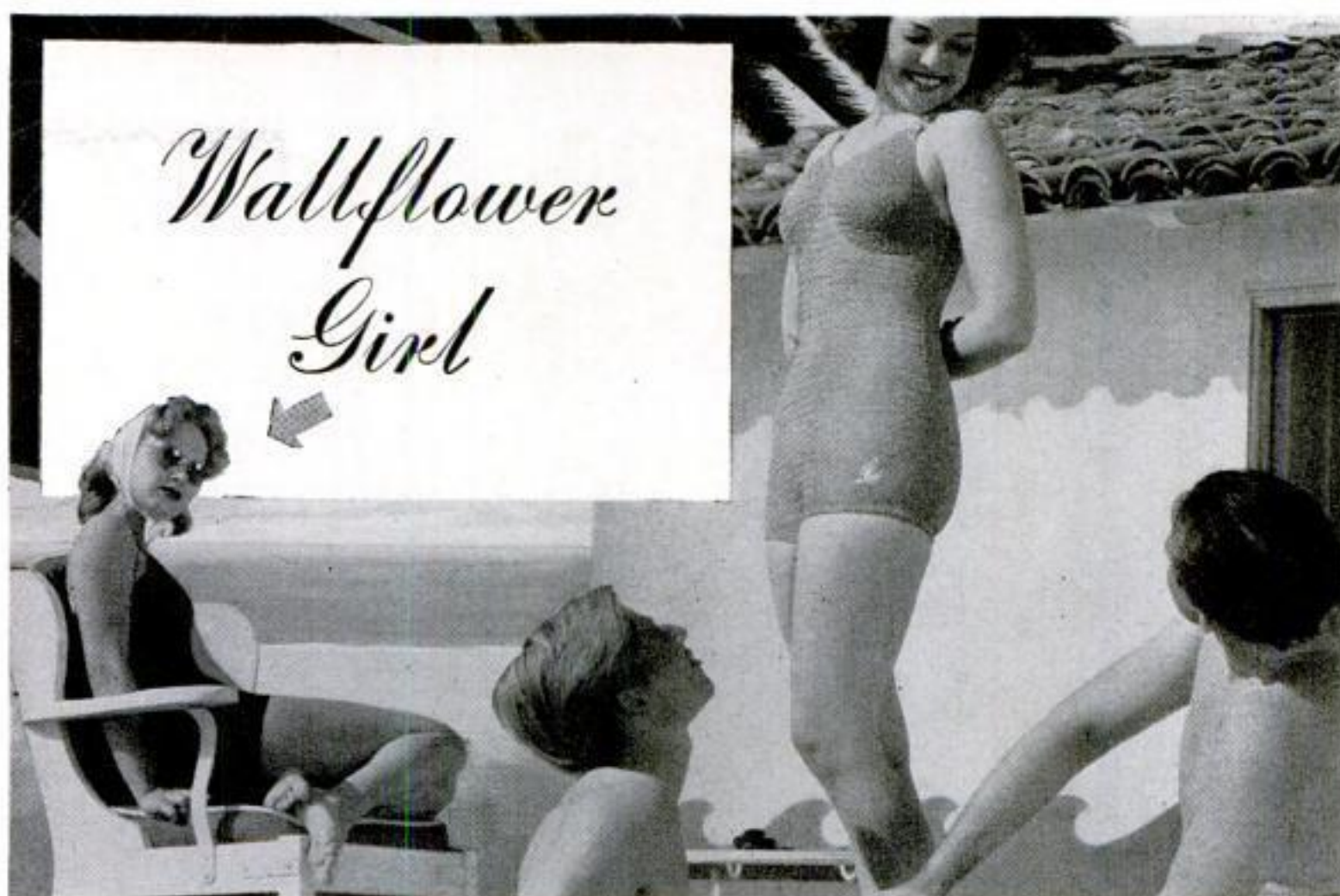
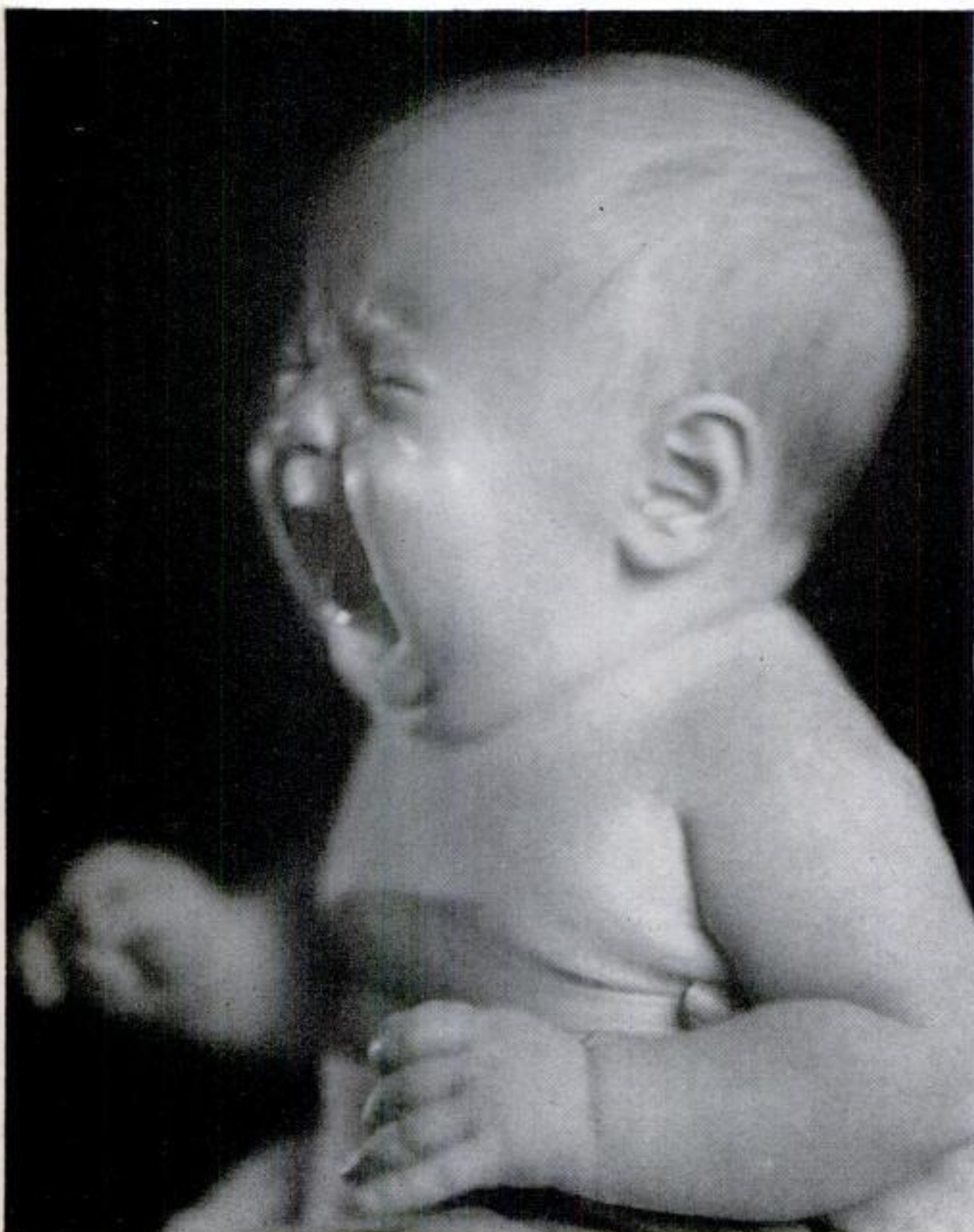
## MADDEST BABY

Sirs:

You've heard the expression, "mad as a wet hen"? Well—when they tell you babies can be found any madder than this one, they're all wet. You can change a baby's panties but you can't change his attitude.

ROY HIRSHBURG

Richmond, Ind.



OR  
*Belle of the Beach*

Eyes turn instinctively to the figure in a Catalina Swim Suit . . . and stay there! The secret of Catalina's new figure-magic is Firestone's CONTROLASTIC . . . it turns sags into curves and bulges into contours. Small chance of being a wallflower at the beach in a Catalina with CONTROLASTIC!

**CONTROLASTIC GIVES OUR HEROINE, AND YOU, SUPER-FIGURE FLATTERY**

Each tiny CONTROLASTIC strand of thin wrapped layers of pure rubber does a firmer figure-molding job, and resists the weakening effect of sun, air and water.

"PRISCILLA LANE" is the new Catalina Swim Suit starred in these pictures—named in honor of Priscilla Lane, star of Warner Brothers Productions, now appearing in "Family Reunion." Write for Style Booklet containing pictures of Hollywood Stars and of Catalina Swim Suits styled for them—and for you!



And see "Priscilla Lane," the new Catalina Swim Suit at your favorite store. It's designed in ripple-knit, two-way stretch of CONTROLASTIC and Celanese rayon. In black, turquoise, gold, coral, chartreuse, Bahama and white. With the new half-skirt, \$6. In the maillot shown here:

\$5

STYLED FOR THE STARS OF  
HOLLYWOOD AND YOU!

*Catalina*  
SWIM SUITS

WITH



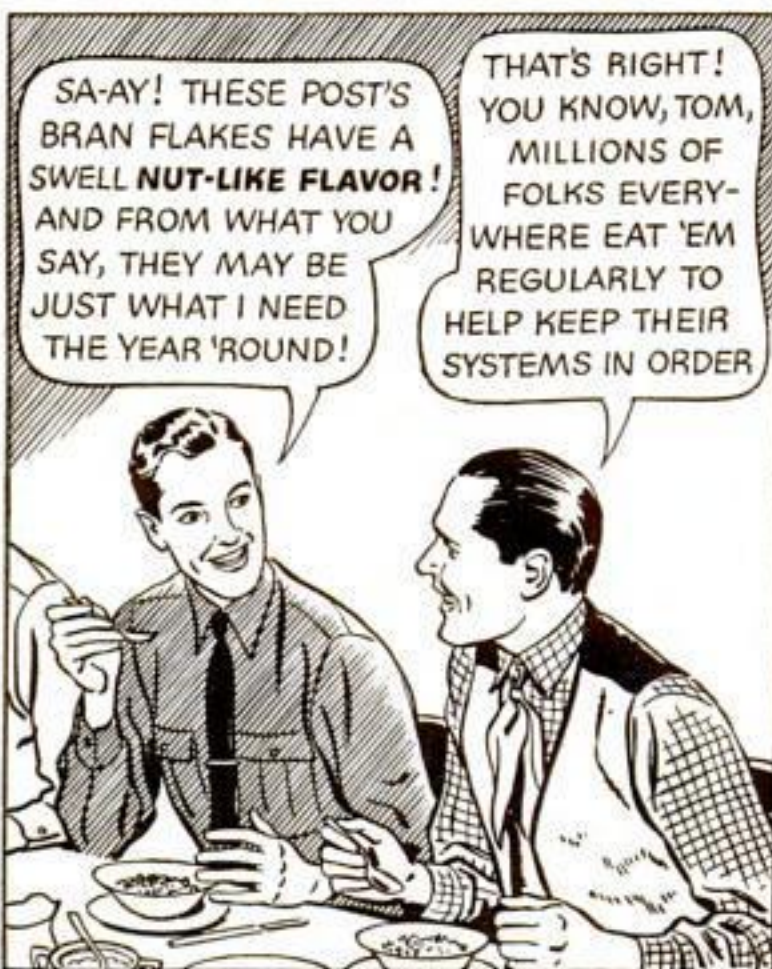
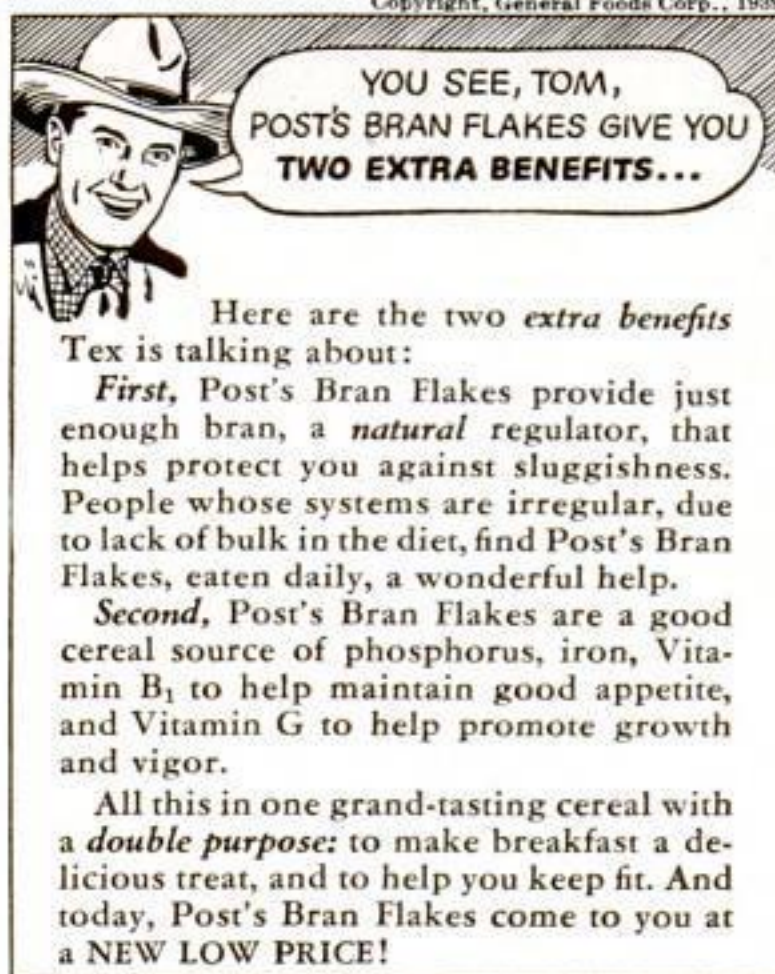
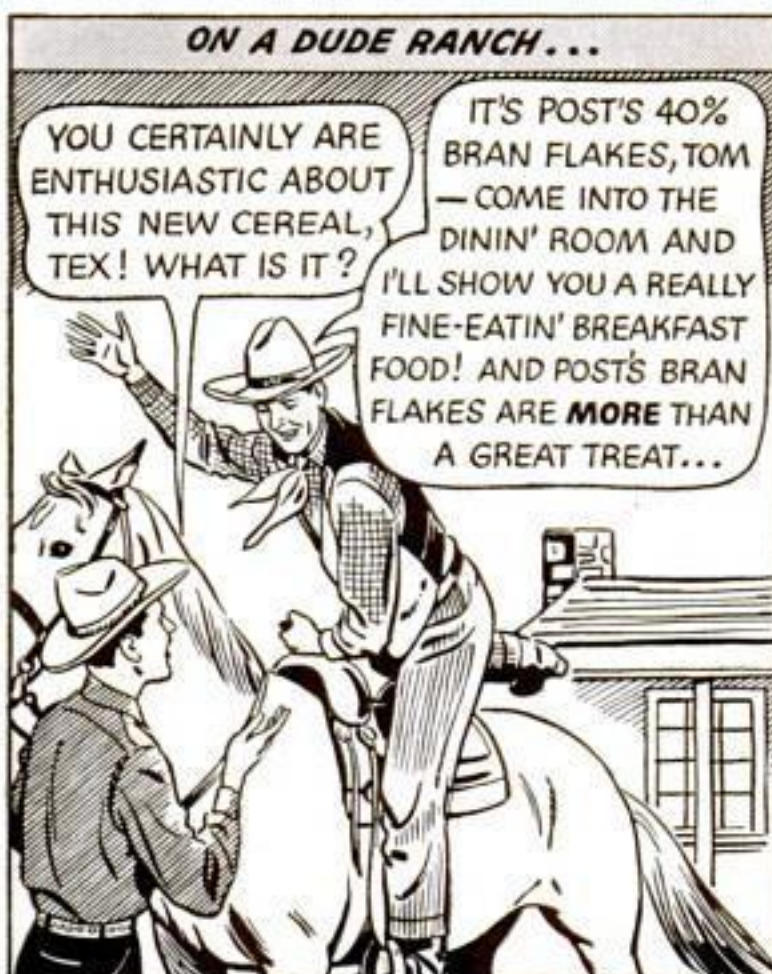
This label pledges Multi-ply elasticity and figure control.

PACIFIC KNITTING MILLS, LOS ANGELES, CAL.





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A Post cereal made by General Foods



**IMPORTANT:** Post's Bran Flakes, due to their bulk, are a *regulative* cereal. Constipation due to insufficient bulk in the diet should yield to Post's

Bran Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.

## PICTURES TO THE EDITORS

(continued)



### HOT SEAT

Sirs:

The "hot seat" on page 69 of the April 10 issue of LIFE brings to mind some photographs of a social evening held several weeks ago by members of the FotoForum of London, Ontario.

Victims were lured into a separate room "to be given a screen test for an amateur production." Our hot seat, equipped with a doorbell transformer and old Ford spark coil, gave the desired results.

RON NELSON

London, Ontario

JEAN PEARCE REACTS TO HOT SEAT



THIS VICTIM LEAPS UP QUICKLY



THIS ONE SITS STILL AND SCREAMS



BETTY SCOTT LEAPS WHEN SHE FEELS THE SHOCK BUT APPEARS TO ENJOY IT

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# Made to Order for the Men in Your Life!



FOR APPETIZING RICHNESS of color and flavor, use Baker's Chocolate in all your chocolate dishes. Baker's has been tops in chocolate since 1780. Look for the famous "Baker Chocolate Girl" on the label. Baker's Chocolate is a product of General Foods.

## NEW! Two-Tone Chocolate Pie with the full, rich flavor of Baker's Chocolate

1 cup sugar	1 tablespoon granulated gelatin	1½ teaspoons vanilla
2 tablespoons cornstarch	¼ cup milk	1 baked 9-in. pie shell
Dash of salt	3 squares Baker's Unsweetened Chocolate, melted	½ cup cream, whipped
2 egg yolks, slightly beaten		2 egg whites, stiffly beaten
2¾ cups milk, scalded		

Combine ¾ cup sugar, cornstarch, and salt in top of double boiler; add egg yolks and scalded milk and mix well. Place over boiling water and cook 10 minutes, stirring occasionally. Soak gelatin in ¼ cup milk 5 minutes. Combine with custard mixture. Remove 1 cup custard mixture and cool. To remaining custard, add melted chocolate, beating slightly with rotary egg beater to blend. Continue cooking over boiling water 5 minutes. Add remaining ¾ cup sugar and 1 teaspoon vanilla and cool. Turn into pie shell. Chill. When light custard mixture is cool and slightly thickened, add ½ teaspoon vanilla, and fold in whipped cream and egg whites. Turn out on chocolate mixture. Sprinkle top with Baker's Unsweetened Chocolate Flakes. Chill.

For flakes, scrape ½ square chocolate with a sharp knife; hold at right angles to chocolate and use a downward motion. (All measurements are level)

Copyright, General Foods Corp., 1939

## HOW CAROL GAVE HER MAN A GRAND SURPRISE . . .



AND FOR A DELICIOUS BEVERAGE—  
BAKER'S COCOA! A BARGAIN  
IN THE POUND-SIZE CAN!

The quality of Baker's Cocoa has been famous since 1780. Yet today this luxury cocoa of America is far from luxury-priced. The money you save by ordering Baker's in the full pound-size can makes it amazingly economical. Try Baker's in the pound can this week! Enjoy its deliciously rich, smooth flavor!



Free!

Grand ideas for party refreshments in this smart new book!  
SEND FOR IT TODAY!

Just off the press—a "Party Book" of rich chocolate foods for every jolly occasion on the calendar! 23 illustrated pages—59 recipes carefully tested for you at our chocolate headquarters. Yours free! Just mail this coupon today to—GENERAL FOODS, BATTLE CREEK, MICH.

L.M.-5-1-39

Your name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires Dec. 1, 1939)





WITNESSED STATEMENT SERIES:

## He's "SIZED UP" 21 tobacco crops

"Crops are better than ever—and Luckies always buy the Cream," says John L. Pinnix, independent tobacco expert, a Lucky Strike smoker since 1918

HAVE YOU TRIED A LUCKY LATELY? Luckies are better than ever because new methods developed by the United States Government have helped farmers grow finer tobacco in the last few years. And Luckies, as always, have bought the cream of the crop. Aged and mellowed from 2 to 4 years, these finer tobaccos are in Luckies today. And remember: sworn records show that among independent tobacco experts — warehousemen, auctioneers and buyers — Luckies have twice as many exclusive smokers as have all other cigarettes combined . . . **WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

Copyright 1933, The American Tobacco Company

Easy on Your Throat—  
Because **"IT'S TOASTED"**

# Have you tried a Lucky lately?